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[Click here for the Director of Internal Services' report dated March 21, 2012](#)

[Click here for the Director of Internal Services' report dated May 14, 2012](#)

[Click here for the Director of Internal Services' report dated June 14, 2012](#)

[Click here for the Director of Internal Services' report dated July 12, 2012](#)

[Click here for the Director of Internal Services' report dated August 13, 2012](#)

[Click here for the Director of Internal Services' report dated September 13, 2012](#)

[Click here for the Director of Internal Services' report dated October 15, 2012](#)

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TOM TINDALL  
Director

County of Los Angeles  
**INTERNAL SERVICES DEPARTMENT**

1100 North Eastern Avenue  
Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

Telephone: (323) 267-2101  
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March 21, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

*TAM Tindall*

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF MARCH 6,  
2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the first monthly status report on your Board's instructions.

### **Background**

Energy Upgrade California is a statewide residential retrofit program that was launched to the public in March 2010. The program provides homeowners with education, rebates and financing to offset the cost of energy efficiency upgrades to their homes.

Los Angeles County participates in the statewide Energy Upgrade California initiative through its local program called EUCLA. The County is working with the local investor-owned and public utilities, Councils of Government, individual cities within the County, workforce development entities, contractors, and others to ensure the success of EUCLA. ISD oversees marketing, public outreach, participant recruitment, workforce development, and incentive and financing administration efforts associated with EUCLA.

EUCLA is funded through a combination of sources, including:

- \$15.4 million from the formula-allocated Energy Efficiency and Conservation Block Grant (EECBG) program;
- \$12.2 million from the California Energy Commission (CEC) Energy Efficiency and Conservation Block Grant program, including the additional \$3 million approved by your Board on March 6, 2012;
- \$14 million from the \$30 million Competitive Energy Efficiency and Conservation Block Grant, termed Better Buildings Program (BBP), awarded to the County and three other California regional entities.

### **EUCLA Program Participation and Goals**

In accordance with Items 1 – 3 of your Board's instructions, Attachment I provides the following:



Each Supervisor  
March 21, 2012  
Page 3

1. A description of the subprograms within EUCLA for which financial incentives based on participation are provided;
2. Graphics illustrating the number of applications received, applications approved, projects completed and incentive checks issued for the Advanced/Basic/FlexPath subprograms;
3. Additional graphics for the subprograms showing total participant goals and monthly benchmarks to measure progress of each.

As per Item 4 of your Board's instructions, Attachment II is a monthly narrative description of lessons learned, program revisions, and/or program reallocations to increase EUCLA program participation.

### **Summary**

Through March 1, 2012, the EUCLA program has received a total of 591 applications, which are in various stages of completion. This includes 76 applications for the recently-launched FlexPath, which provides homeowners with greater options to choose from a menu of energy savings measures. Flex Path was introduced in mid-January of 2012, and has been achieving rapid growth.

The slow economy and the lack of a viable Property Assessed Clean Energy (PACE) program have negatively affected participation in EUCLA and in similar programs nationwide. However, consistent with other similar State and national programs, EUCLA continues to show steady growth.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the market for energy efficiency projects develops.

ISD will provide the next EUCLA status report in late April. If you have any questions, please contact me at 323-267-2101, or Howard Choy at 323-267-2006.

TT:JJ:HC:MB

Attachments

c: Chief Executive Officer (Fujioka, Sandt)  
Executive Officer, Board of Supervisors  
ISD Board deputies



## EUCLA Program Description, Participation and Goals

**EUCLA Subprogram Descriptions**

Energy Upgrade California is part of a national effort to transform the market for improving existing homes' energy efficiency. The recent advent of "whole house" strategies for addressing the energy efficiency of homes built without the benefit of modern efficiency standards nationwide has created a new industry: Home Performance. The U.S. Department of Energy (DOE), through its Energy Efficiency and Conservation Block Grant Program (EECBG), both at the national and state levels, is encouraging experimentation and innovation to accelerate the development of this new market and make a rapid reduction in energy consumption and greenhouse gas emissions. ISD, on behalf of the County and as the leader of a statewide coalition, has been awarded over \$50 million of these funds to help lead the way to successful, widespread adoption of Home Performance energy upgrades in Los Angeles County and throughout the State.

Below are brief descriptions of the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms, designed to test various methods of increasing knowledge about energy efficiency and encourage participation by providing information, education and financial incentives. Also included is information about current and projected participation in each subprogram. Three end dates for each subprogram are based on each grant; July 2012 (California Energy Commission state competitive grant), September 2012 (EECBG), and July 2013 (DOE Better Buildings national competitive grant).

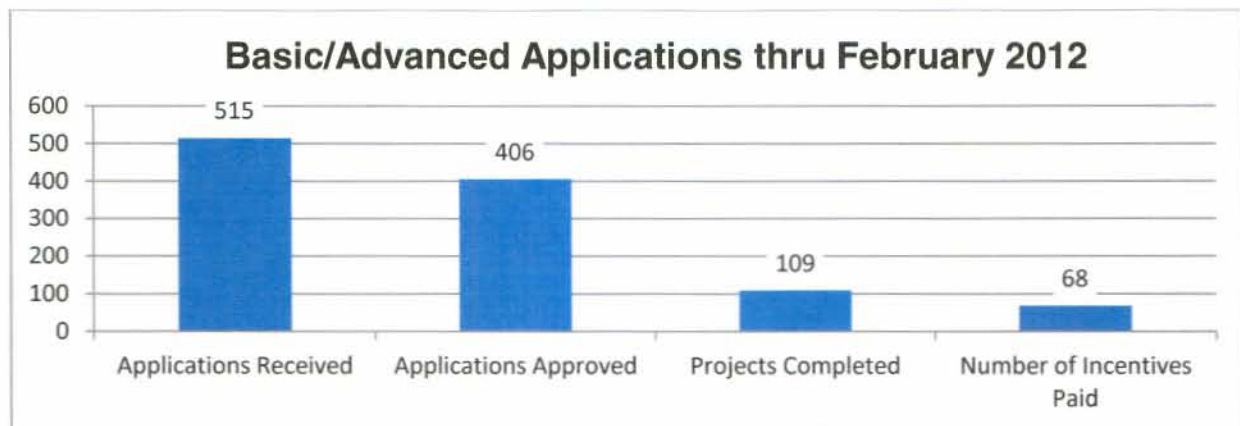
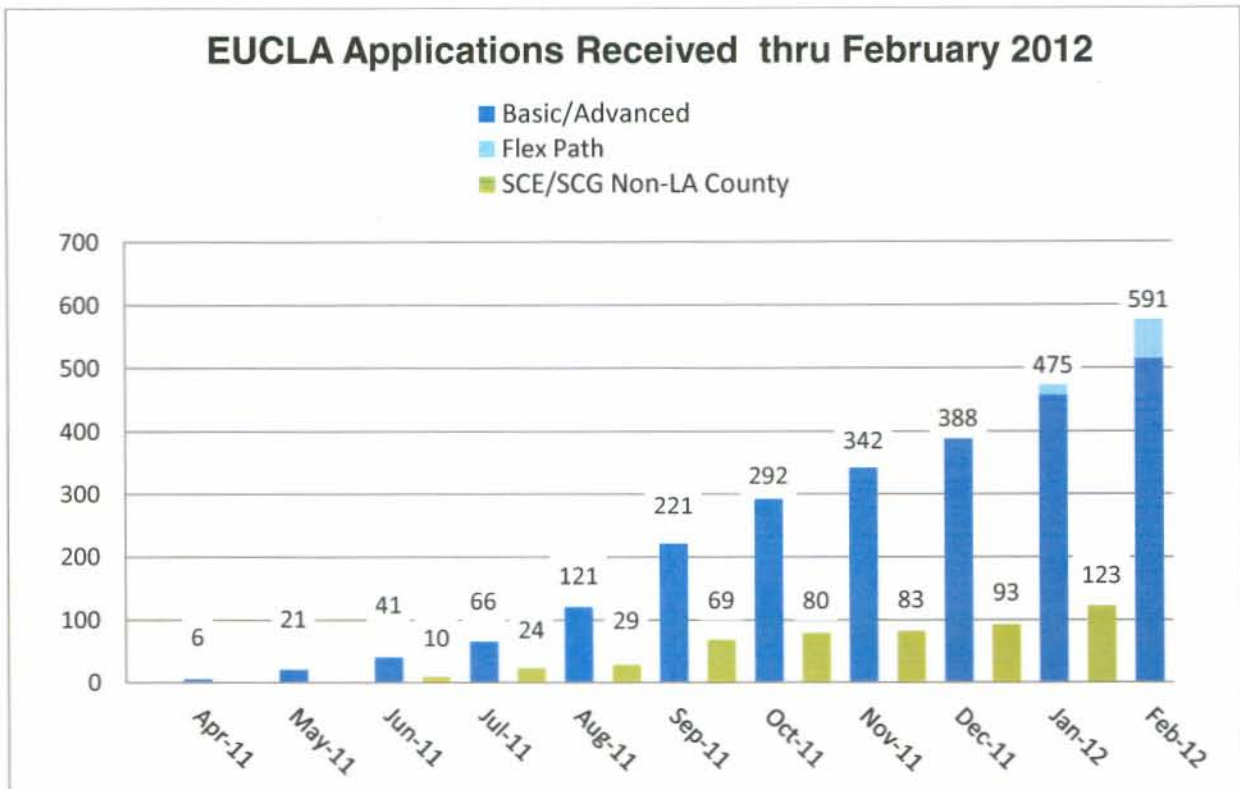
**Financial Incentives****EUCLA Upgrade Incentives**

County and utility incentives are provided to homeowners that complete EUCLA projects in either the Basic, Advanced or FlexPath subprograms.

- The Basic Package is a set of 5 required, prescriptive measures that produce 10% (on average) energy savings in a home. The Basic Package provides a \$1,000 utility incentive.
- The Advanced Package is a customized program that requires a home assessment, home energy modeling, pre- and post-installation testing (to confirm savings) and provides from \$1,000 to \$4,000 in utility incentives for 10% to 40% energy savings. The County, using its grants, matches the utility incentive under Basic and Advanced Packages.
- The FlexPath program is a County developed and administered subprogram that provides more flexibility than the Basic Package through a menu of eligible measures that homeowners can select with assistance from their contractors. The County provides a \$1,500 incentive under FlexPath, and homeowners may also qualify for individual measure utility incentives under FlexPath.

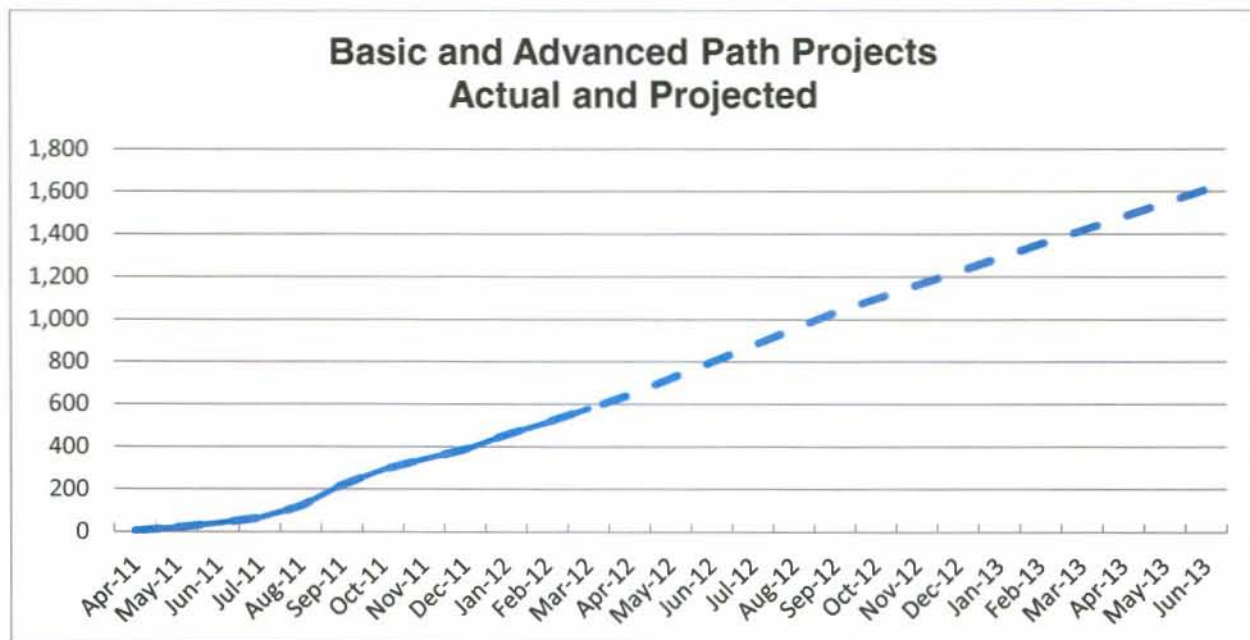
## EUCLA Program Description, Participation and Goals

Below are results of participation through February 2012 in each subprogram.



## EUCLA Program Description, Participation and Goals

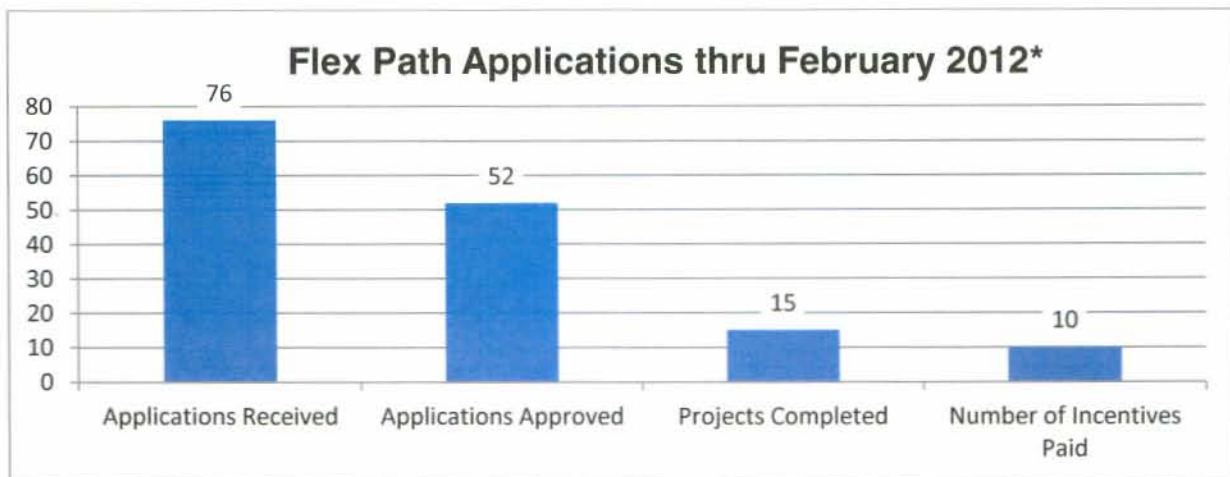
Breakdown of Upgrade Project Costs/Savings			
Project Breakdown LA County	Average Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 94% of Projects	27%	\$13,815	\$4,998
Basic* - 6% of Projects	10%	\$3,478	\$2,000



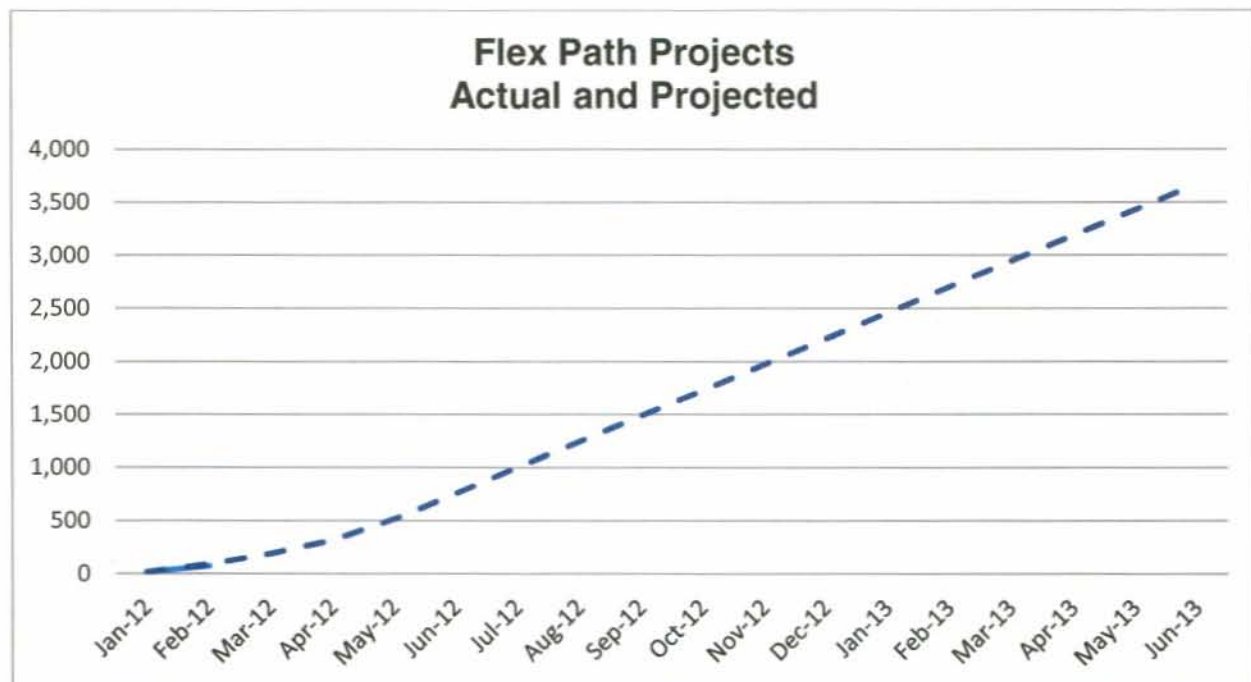


## EUCLA Program Description, Participation and Goals

**FlexPath was created to replace an underutilized Basic Package.**



\* As of March 19, 2012, 140 FlexPath applications have been received.



## EUCLA Program Description, Participation and Goals

### Assessment Coupons

Using its grants, the County also provides Home Assessment Coupons to some homeowners and contractors to offset the cost of the initial home technical assessment required for Advanced Path projects (costing from several hundred to \$1,000). The coupons have a value of from \$200 to \$300 and are coded to allow tracking of their utilization under different outreach programs. They are used to overcome reluctance of homeowners to pay for the testing which will determine potential energy savings and costs of measures. Coupons are promoted as “giveaways” at community events to attract public attention and get the public to interact with EUCLA stakeholders.



### EUCLA Loan Loss Reserve Financing

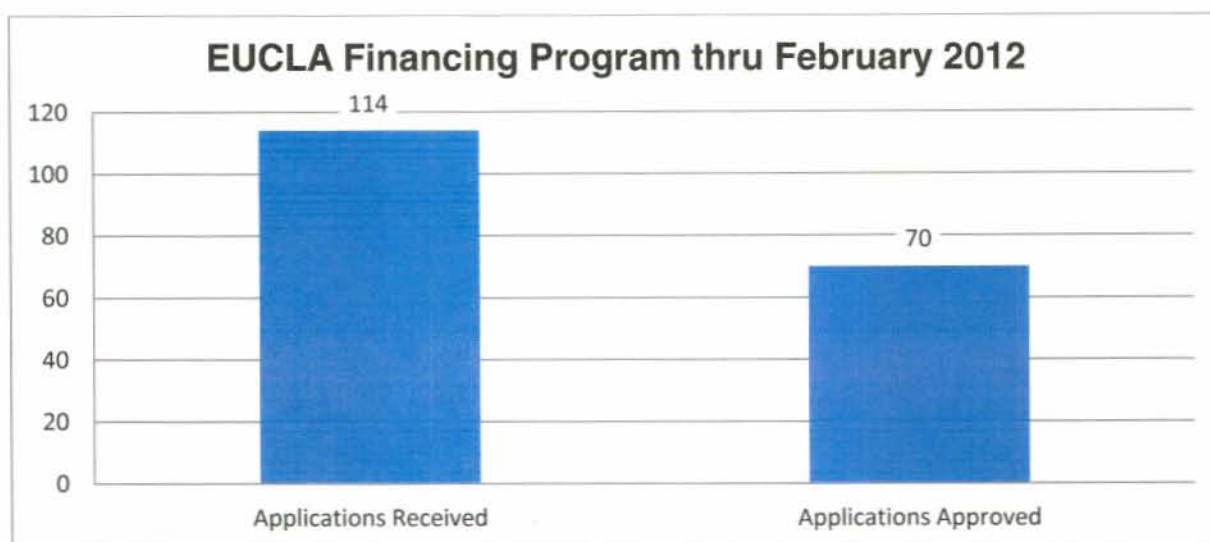
In September 2011 the County entered into a contract with Matadors Community Credit Union, in which a Loan Loss Reserve (LLR) Fund was created to provide security for loans financing EUCLA residential upgrades and qualifying renewable energy systems. The LLR provides 90% default coverage for each qualifying loan, lowering the interest rates on the loan products since default risk is mitigated. Without the LLR, the interest rate for an unsecured loan would be a variable rate beginning at 8.66%. With the LLR, the rate for an unsecured, 5 year loan is fixed at 5.99%. As loans are paid back by property owners over time, the LLR fund is replenished and available to back additional loans. The LLR is a self-sustaining program and will operate beyond the ARRA grant periods.

### EUCLA Interest Rate Buydown (IRBD)

In December 2011, the County entered into a contract with Matadors Community Credit Union to offer property owners a subsidized 2% interest rate on financing for EUCLA upgrades and qualifying renewable energy systems. In order to generate more project activity, the County provides a financial incentive to “buy down” the interest rate on the 5.99%, 5 year, unsecured loan product to 2%. This subprogram allows home owners for whom money is a barrier to either finance a deeper retrofit or to finance a retrofit that they wouldn’t have been able to do at all. The IRBD program can continue until the grant funds are exhausted. The DOE considers

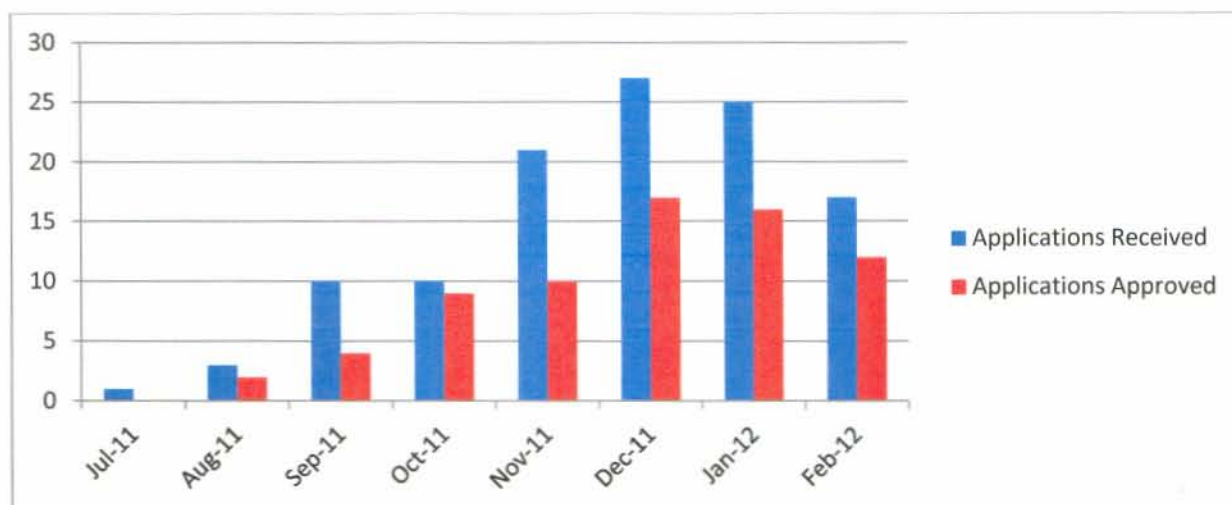
### EUCLA Program Description, Participation and Goals

funds place in an IRBD program to be spent. Any unused IRBD funds may be used for loans after the ARRA grant periods end.



The average EUCLA loan is \$14,068 at an average interest rate of 3.32%

### EUCLA Loans by Month

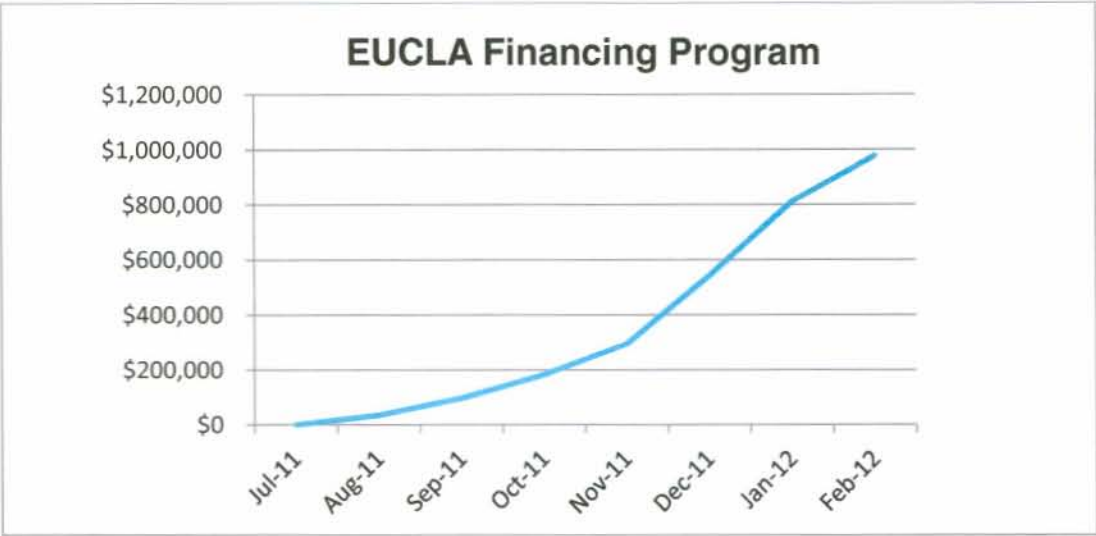


The loan approval process is integrated with the utility incentive approval process and can take as much as 30 days from application receipt to approval. Some applications are rejected due to debt/income ratios and FICO score minimum requirements.



EUCLA Program Description, Participation and Goals

Cumulative Value of Approved Loans



## EUCLA Program Description, Participation and Goals

### **Multifamily Pilot Program**

In order to address the large amount of older, multifamily housing stock that currently does not qualify for the EUCLA residential rebates, the County is piloting a multifamily program that includes energy efficiency upgrades and incentives in an effort to create a scalable model for a widespread multifamily program. There are two stages of incentives offered under this pilot: the Assessment Incentive and the Improvement Incentive which are described and quantified below.

The Multifamily Incentive Program has significant, detailed steps given the potential for large projects. Interested parties submit an initial interest form that provides very basic information about the building. Once reviewed for initial eligibility, a pre-qualification form is sent to the property owner for to provide more detailed information about the building and potential project scope.

Upon County receipt of the pre-qualification form, the project is documented in the program and the information is used to offer free technical assistance to the property owner. The project owner then works with an approved rater to complete an audit and submit a project scope back to the program. It is at this stage that some projects have dropped out of the program at the owner's request.

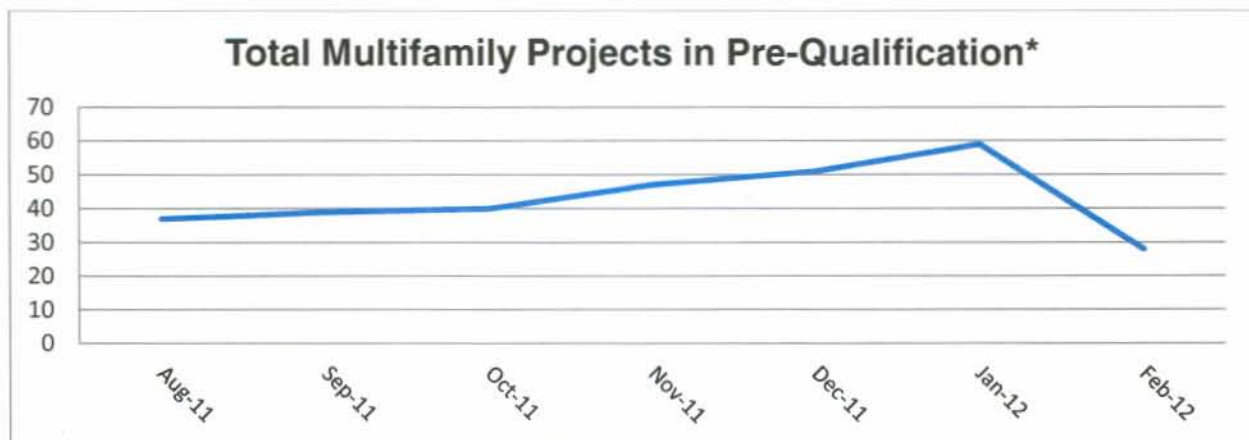
Once building permits are pulled and the project scope is approved, the project receives the Assessment Incentive (used for a detailed, technical audit which is typically required for project financing) and is given approval to complete the upgrade. Once the upgrade is complete and appropriate documentation is submitted and reviewed by the program, the project is approved for the final Improvement Incentive.

- Assessment Incentive: \$5,000 (<50 units) or \$10,000 (>50 units)
- Improvement Incentive\* is determined per unit based on savings

• 10% improvement	• \$200
• 15% improvement	• \$400
• 20% improvement	• \$700
• 25% improvement	• \$950
• >30% improvement	• \$1,200

\*There is a cap of \$100,000 for the Improvement Incentive

## EUCLA Program Description, Participation and Goals



\*Additional Multifamily Project participation data will be provided in the next Update Report.

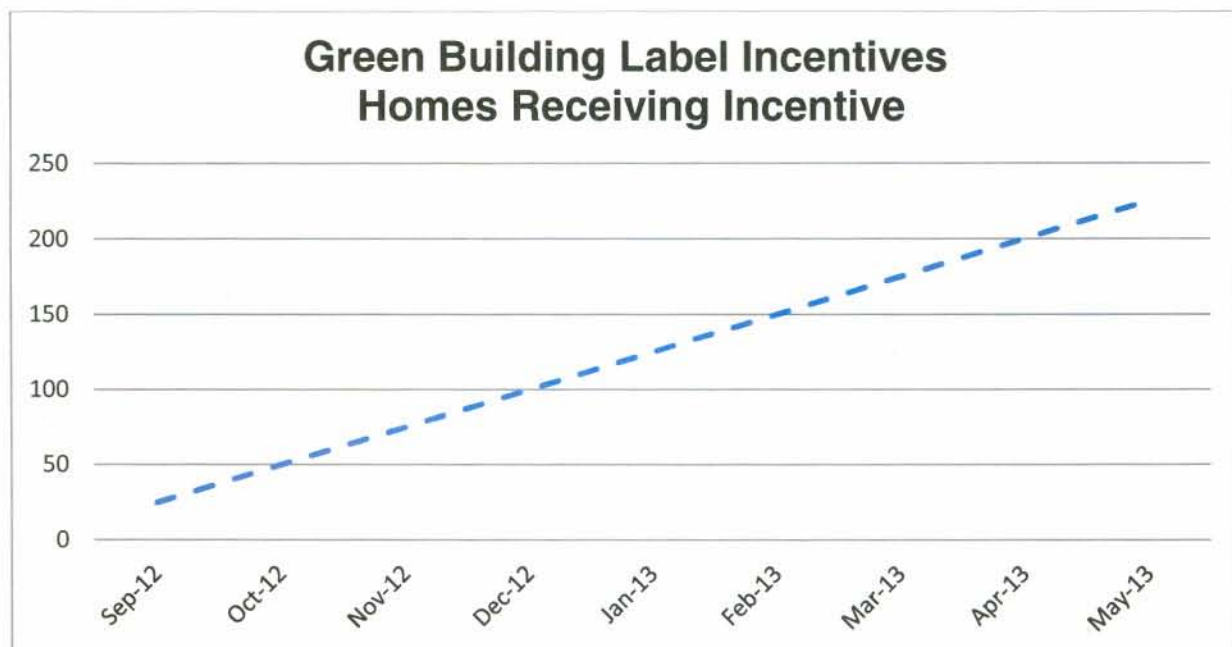
### Green Building Labeling Pilot Program

To encourage overall residential building sustainability in addition to energy efficiency, the County developed a Green Building Labeling pilot program. The pilot is intended to test the public interest in “greening” their home by combining energy efficiency with other green building improvements in order to earn a GreenPoint Rated™ label. GreenPoint Rated™ is the current leader in existing residential green building certification, much like LEED is the standard in new commercial buildings.

There are two incentives offered under this program: an incentive to homeowners to offset the cost of a green building label and a referral incentive to professionals (e.g., contractor, real estate agent) who refer projects into the program. A homeowner will receive either a \$1,000 incentive or a \$2,000 incentive depending on the improvements they make. The homeowner provides personal and property information directly to the program administrator with no utility company involvement. Additional project-specific information is received from the third-party rater. The homeowner lists the professional on their application and then the professional receives the referral incentive (\$200) once the homeowner’s application is approved. The Green Building Labeling program is not launching until late summer of 2012.



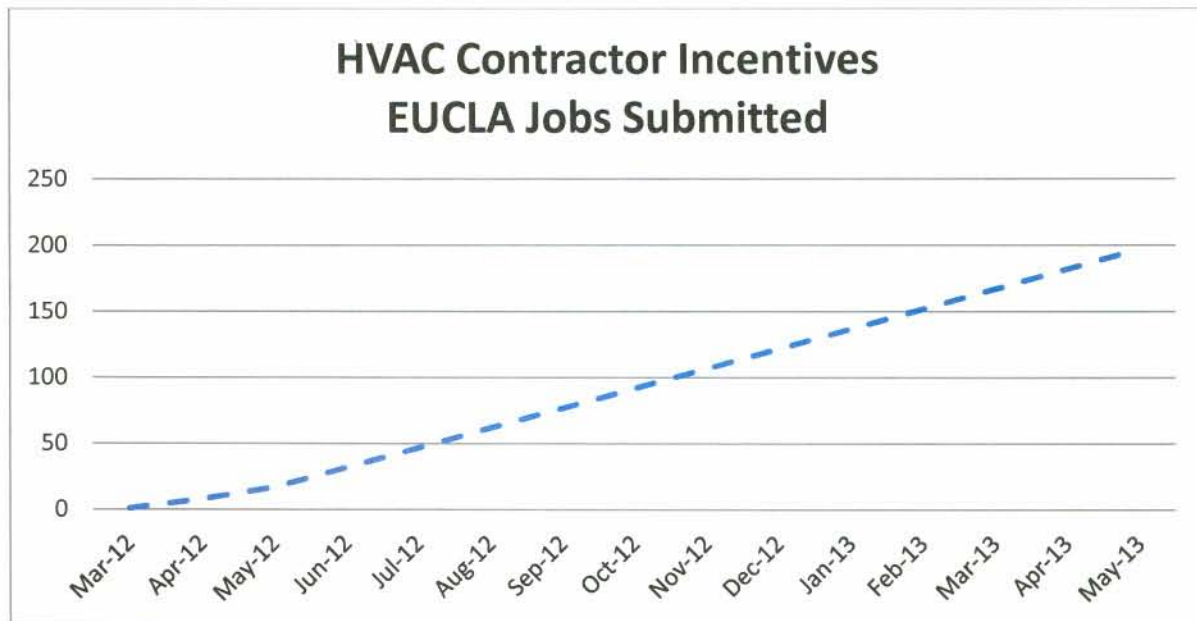
## EUCLA Program Description, Participation and Goals

**Workforce Development Pilots****Heating/Ventilating/Air Conditioning (HVAC) Contractor Incentives Pilot**

Currently, EUCLA contractors are limited to those who have completed EUC contractor training and received Building Performance Institute (BPI) certification (as required by the California Public Utilities Commission). The County has implemented an HVAC Contractor Incentives pilot program to provide motivation to non-EUCLA certified contractors (through incentives, training, and other resources) to encourage them to convert typical HVAC equipment replacement, service or maintenance events into EUCLA projects. HVAC contractors are provided with the tools and training to assess and implement more comprehensive measures under EUCLA as part of routine equipment work.

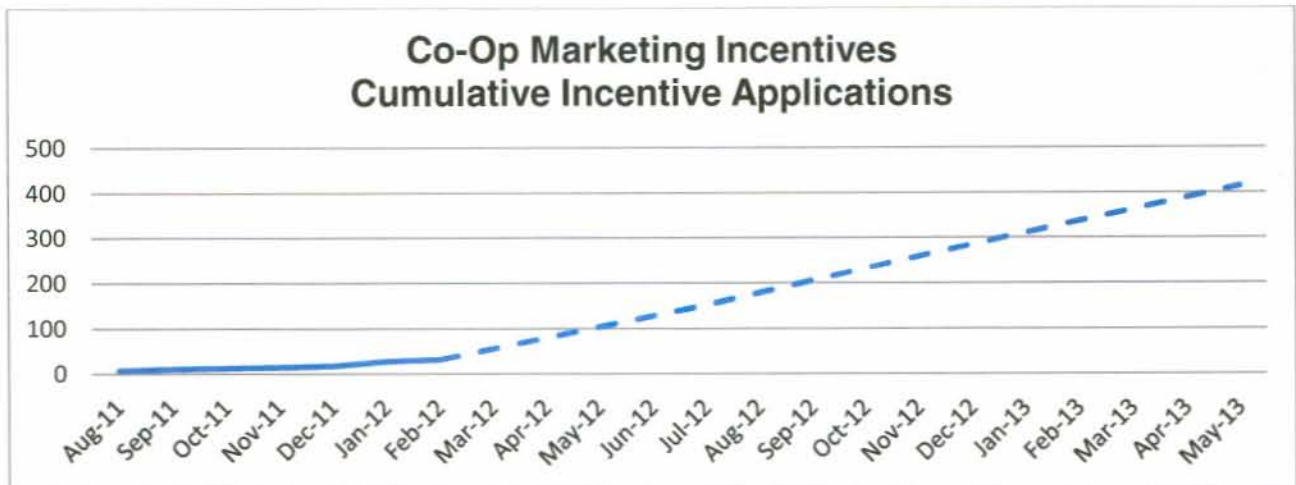
The HVAC Contractor Incentives Pilot provides free home assessment software to HVAC contractors (\$1,000 value), EUCLA certification tuition reimbursement for up to two company technicians, and a \$500 incentive for each EUCLA upgrade completed. The HVAC Contractor Incentives Pilot kicks off in March of 2012.

## EUCLA Program Description, Participation and Goals

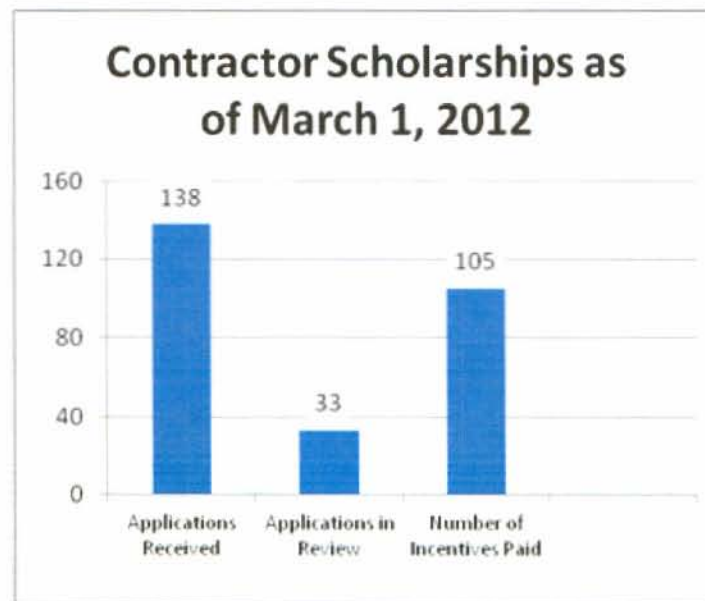
**Contractor Co-op Marketing**

The County has made grant funds available to EUCLA Contractors to offset the cost of their own customized marketing and outreach materials. This program was created in response to input from contractors that although the overarching EUCLA media campaign was successful in raising awareness, they needed to supplement it with advertising for their individual companies in order to drive demand. The Co-op Marketing program provides 50% matching funds (up to \$40,000 per contractor) as reimbursement to contractors who submit invoices for marketing materials and advertising. Eligible materials must meet program guidelines and must be pre-approved by program staff. They must include the EUCLA logo and be used within the County of Los Angeles. This program, combined with other marketing tools and training provided to Participating Contractors, allows them to differentiate their company and increase the number of upgrades performed.

## EUCLA Program Description, Participation and Goals

**Contractor Scholarships**

In order to ensure an adequate base of trained and certified contractors, home energy raters, green building label raters, and skilled labor to install energy efficiency measures, the County created a Contractor Scholarship program to assist people in entering this new market. Grant funds are available to contractors and other professionals to offset the cost of training and certifications necessary to participate in EUCLA. Scholarship amounts are based on the type of training or certification and are offered on a reimbursement basis and range from \$500 to \$1,000. Contractors and other professionals are eligible to receive more than one scholarship. Applicants provide personal information and verification of the completion of training or the achievement of a certification directly to the program administrator. The scholarships are advertised via the EUCLA webpage and through existing channels of communication with the contractors and professional community. Note this program ends in April 2012.





## EUCLA Program Description, Participation and Goals

**Innovative Outreach****Energy Champions**

Energy Champions are qualified, non-profit organizations who utilize their own outreach networks, community activities, and other resources to promote EUCLA and convince homeowners to implement a EUCLA upgrade. In return, and with verification from the homeowner that the Energy Champion was responsible for the upgrade commitment, the Energy Champion is provided an incentive (\$100 for a Basic or FlexPath project, \$500 for an Advanced Path project). The Energy Champions are prequalified to participate in the program and applications are submitted directly to the program administrator through the EUCLA website.



File: EUCLA status Attachment I at 3-21-12

## Monthly EUCLA Narrative – Through March 1, 2012

## Major activities as of March 1, 2012

1. FlexPath is a County-team designed, alternative incentive program that provides homeowners with a more flexible option for participating in EUCLA. FlexPath provides the ability for a homeowner to choose two or more energy efficiency measures to achieve minimum 10% energy savings and receive a County incentive of \$1,500. Results through mid-March show that the average FlexPath project is seeing 15% energy savings. Since it was introduced in mid-January 2012, the County has received 76 applications by the end of February and 140 total applications by March 19, 2012.
2. The 2% Energy Loan product was launched in December of 2011 to boost financing program response. The loan program first launched in July of 2011 featuring a 5.99%, 5 year, unsecured loan and nearly 50 applications were received over a 5 month period (July – November). Since December, 69 applications have been received over a 3 month period (December – January).
3. The County has executed an agreement amendment with Matadors Community Credit Union to provide LLR and IRBD financing for FlexPath projects. This new financing program was made available in March 2012.
4. A toolkit for contractors was developed and is pending finalization. The toolkit, designed to help create more participating EUCLA contractors, contains various resources and guidance for contractors new to the program and will assist them in understanding program requirements, available resources, and training options.

## Lessons learned and actions taken to improve results

1. Since the 2% financing program has been popular in its early months and the average loan value is now 50% greater since the 2% loan product became available, we are in the process of utilizing additional grant funding from the CEC to add \$500,000 to the Loan Loss Reserve and \$500,000 to the Interest Rate Buy Down (IRBD) programs. The additional LLR will back an additional 500 loans (at \$10,000 per loan). The additional IRBD will fund approximately 250 additional loans.
2. Due to the restrictive nature of the pre and post upgrade testing structure of the utility-controlled Advanced Path program, the County developed a more inclusive FlexPath option, administered solely by the County, to allow for greater participation. The results, described above, are promising. The DOE EECBG grant is funding the FlexPath incentives and administration. The County is

Monthly EUCLA Narrative – Through March 1, 2012

working with the DOE Better Building Grant team and the CEC to authorize use of their grants to support FlexPath.

3. To offset the cost of the Advanced Package home assessment, the County developed Assessment Coupons to subsidize these costs. The coupons are distributed at community events and through participating contractors. Contractors can use them to encourage homeowners who are reluctant to pay for the assessment costs. Each coupon has a trackable code so we can determine which events are most effective and which contractors are using them well.
4. Because the bulk of our advertising efforts can only feasibly be one-size-fits-all, we developed a co-op marketing program to allow participating contractors to develop their own marketing materials (using established brand guidelines and subject to review) at a reduced cost to them.
5. Feedback from contractors has indicated that sales and marketing training is needed. Three webinars were delivered in February 2012; the first on *In-Home Selling*, the second on *Marketing* and the third on *Leveraging Sales/Marketing Skills to Utilize EUCLA Contractor Support Elements* (co-op marketing, incentives, homeowner financing).

File: EUCLA Attachment II Narrative 3-21-12





TOM TINDALL  
Director

County of Los Angeles  
**INTERNAL SERVICES DEPARTMENT**

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Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

Telephone: (323) 267-2101  
FAX: (323) 264-7135

May 14, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;



Each Supervisor  
May 14, 2012  
Page 2

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the third status report on the EUCLA program, updated through April, 2012. An initial status report, including descriptions of each EUCLA subprogram, projected results for each, results and progress through the month of February 2012, and narrative of activities to improve program performance was submitted to your Board on March 21, 2012.

In accordance with your Board's instructions, Attachment I provides the following:

- Graphics and narrative illustrating the number of applications received, applications approved, projects completed and incentive checks issued for the Advanced/Basic/FlexPath subprograms. The FlexPath subprogram continues to show strong growth in applications.
- Additional graphics and narrative for the subprograms showing total participant goals and monthly benchmarks to measure progress of each.
- A monthly narrative description of EUCLA program changes. The narrative identifies lessons learned and program revisions to increase program participation and/or reallocate resources.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the energy efficiency market develops.

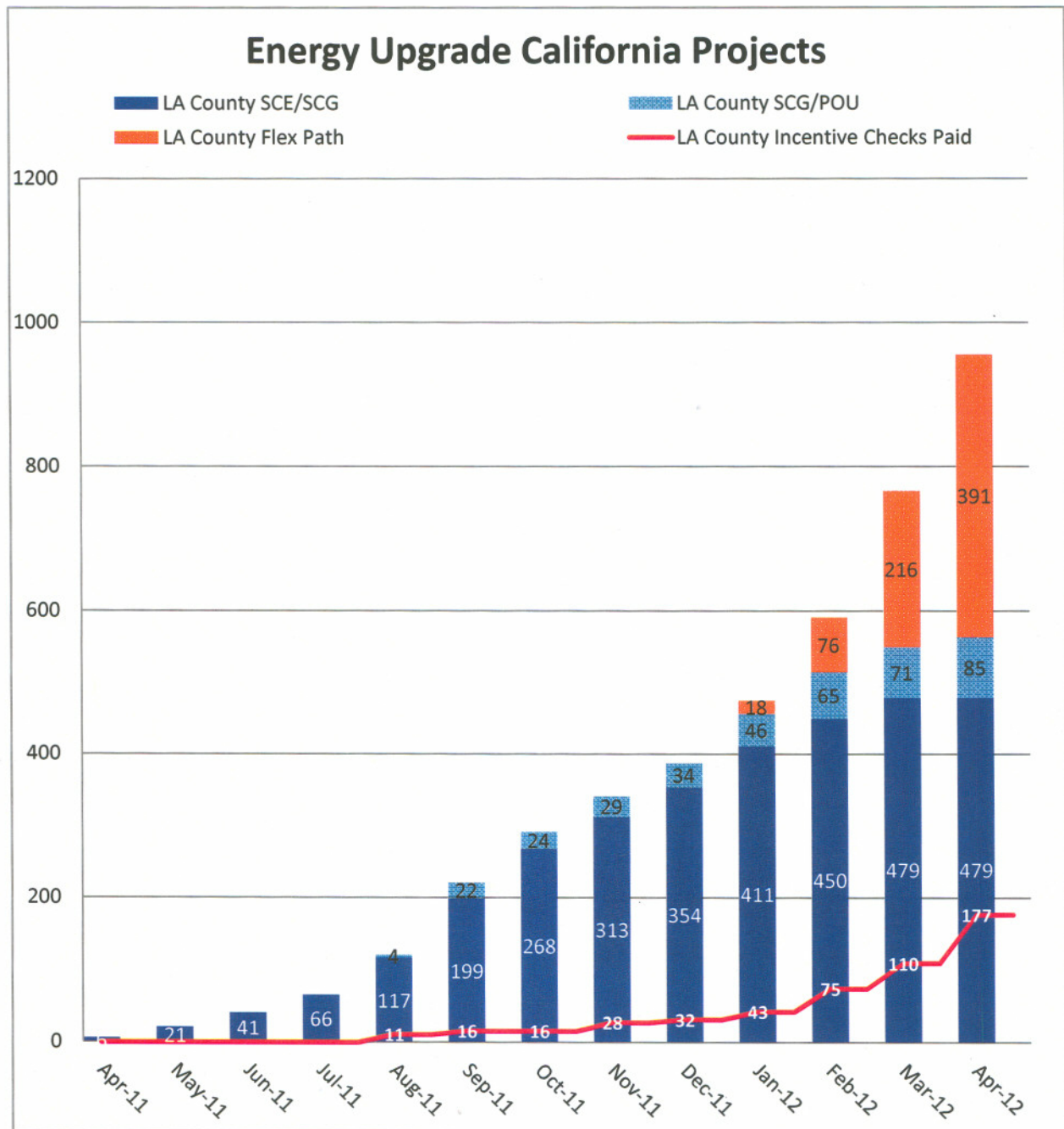
If you have any questions, please contact me at 323-267-2101.

TT:JJ:HC:TW

c: ISD Board deputies  
Chief Executive Officer  
Executive Officer, Board of Supervisors  
Deputy CEO

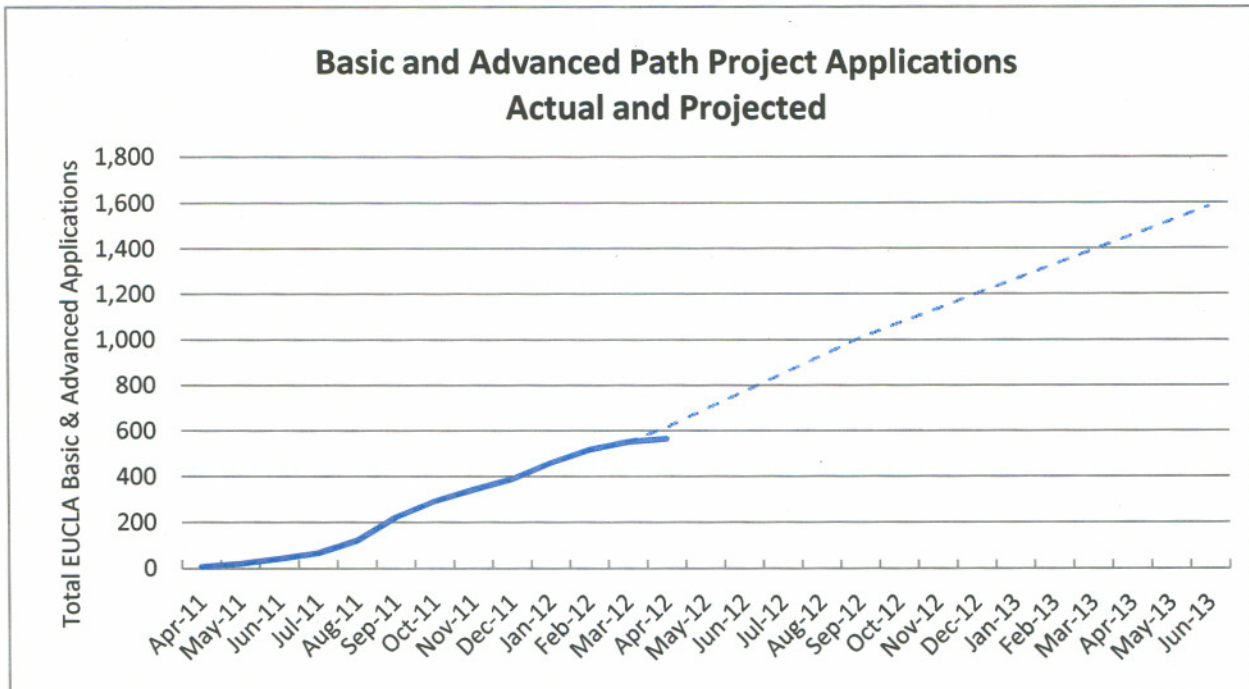
## Monthly EUCLA Graphics/Narrative – Through May 1, 2012

Below are status charts for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Also included is a Major Activities narrative summarizing significant program accomplishments, and a Lessons Learned section identifying program issues, and corrective actions taken.

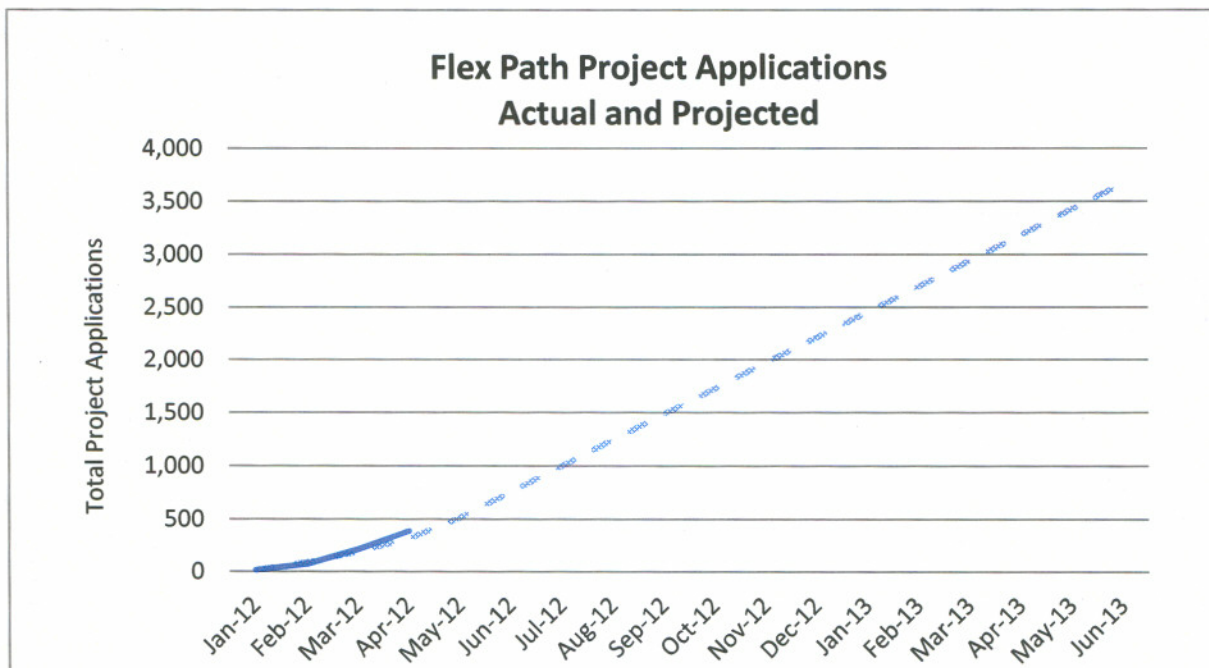




## Monthly EUCLA Graphics/Narrative – Through May 1, 2012

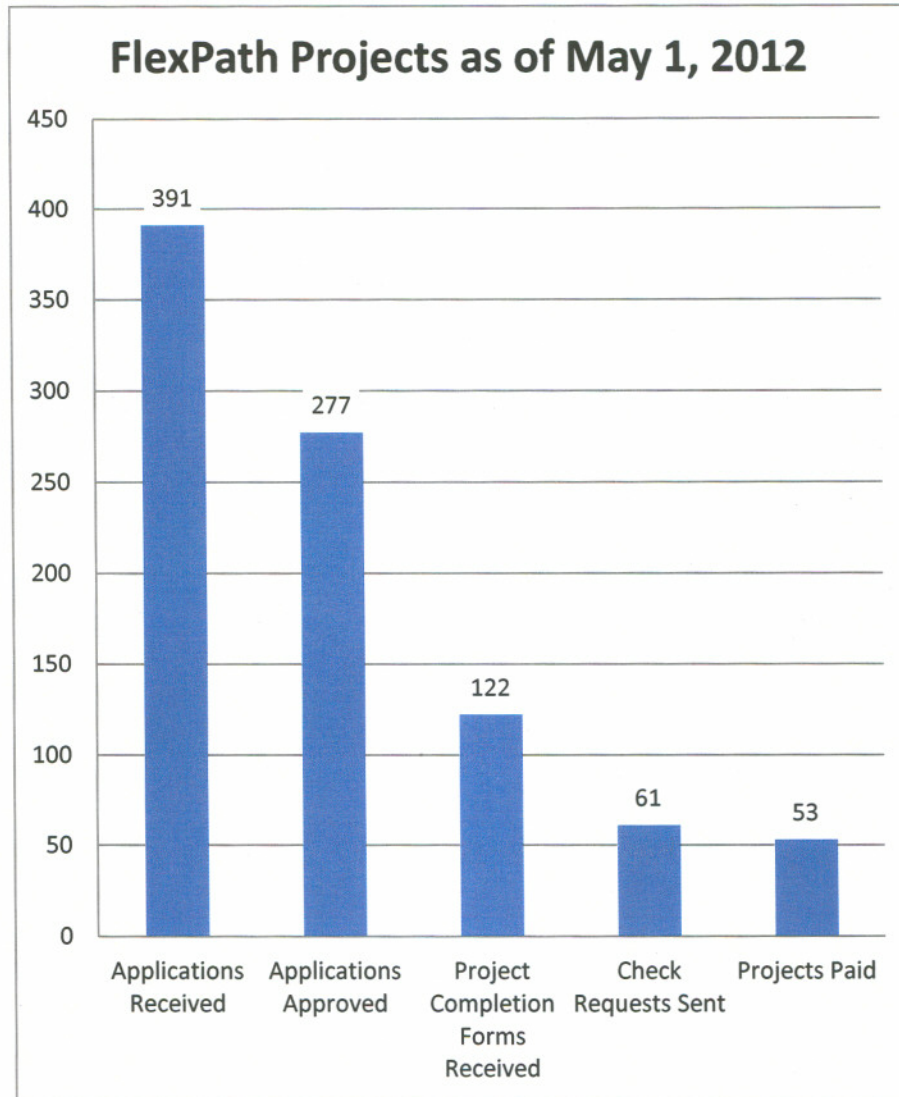


THIS IS A COMBINED TOTAL OF ALL BASIC AND ADVANCED PATH PROJECT APPLICATIONS THAT WERE SUBMITTED UNDER THE SCE/SCG PROGRAM (NOT INCL. FLEXPATH). IN THE MONTH OF APRIL, SCE PERFORMED A SUMMARY REVIEW OF PROJECT APPLICATIONS THAT HAD BEEN ON-HOLD/PENDING FOR LONG PERIODS AND CANCELED A LARGE NUMBER ALL AT ONCE; THIS EXPLAINS THE ADVANCED PROJECTS IN APRIL BEING THE SAME AS MARCH. THERE WERE 49 NEW ADVANCED APPLICATIONS IN THE MONTH OF APRIL. THE INCREASE IN TOTAL EUC PROJECTS IS DUE TO FLEX PATH AND PROJECT APPLICATIONS IN POU TERRITORIES.



THIS SHOWS THE TOTAL OF ALL FLEXPATH PROJECT APPLICATIONS SUBMITTED AS OF END OF APRIL. TOTAL APPLICATIONS ARE CONTINUING TO EXCEED PROJECTIONS.

## Monthly EUCLA Graphics/Narrative – Through May 1, 2012



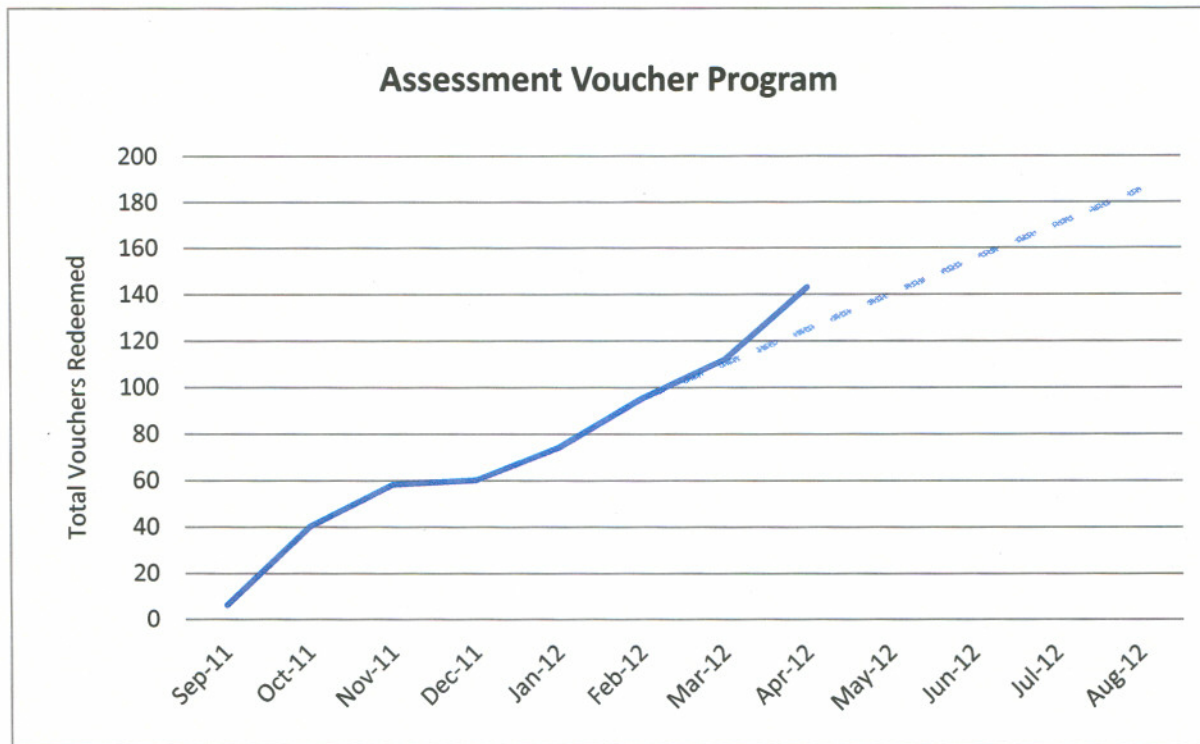
THIS SHOWS CUMULATIVE TOTALS FOR THE FLEXPATH PROGRAM THROUGH THE END OF APRIL.

Breakdown of Upgrade Projects and Cost/Savings				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 57% of Projects	541	27%	\$12,720	\$4,980
Basic - 3% of Projects	23	10%	\$4,772	\$2,000
Flex - 40%	319	16.7%	\$4,554	\$1,500*

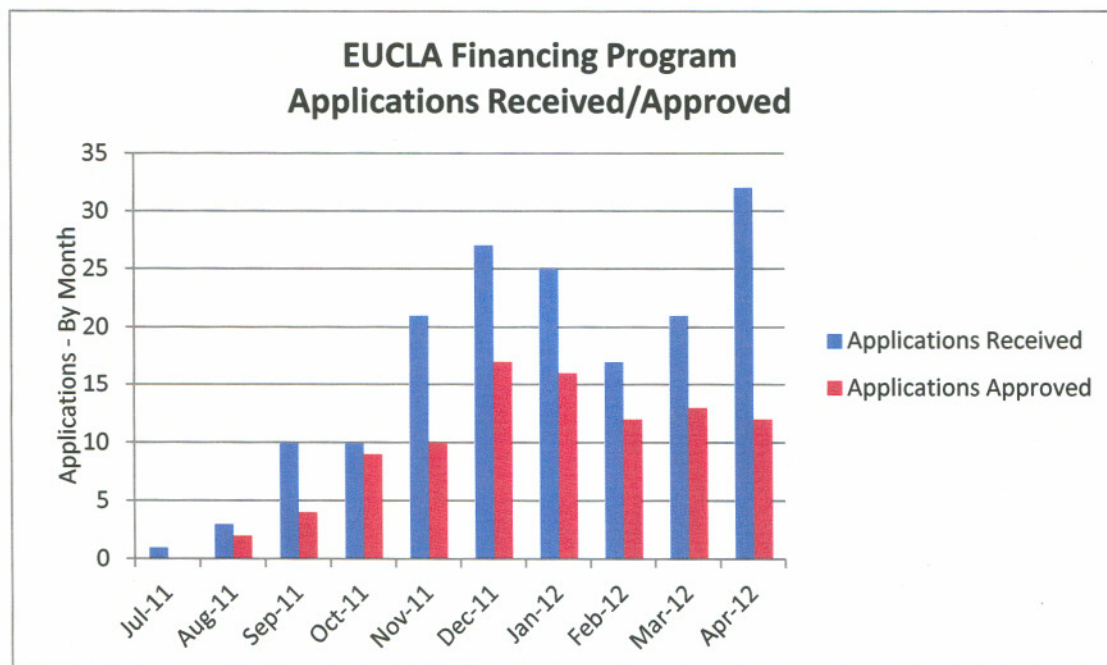
*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*



## Monthly EUCLA Graphics/Narrative – Through May 1, 2012

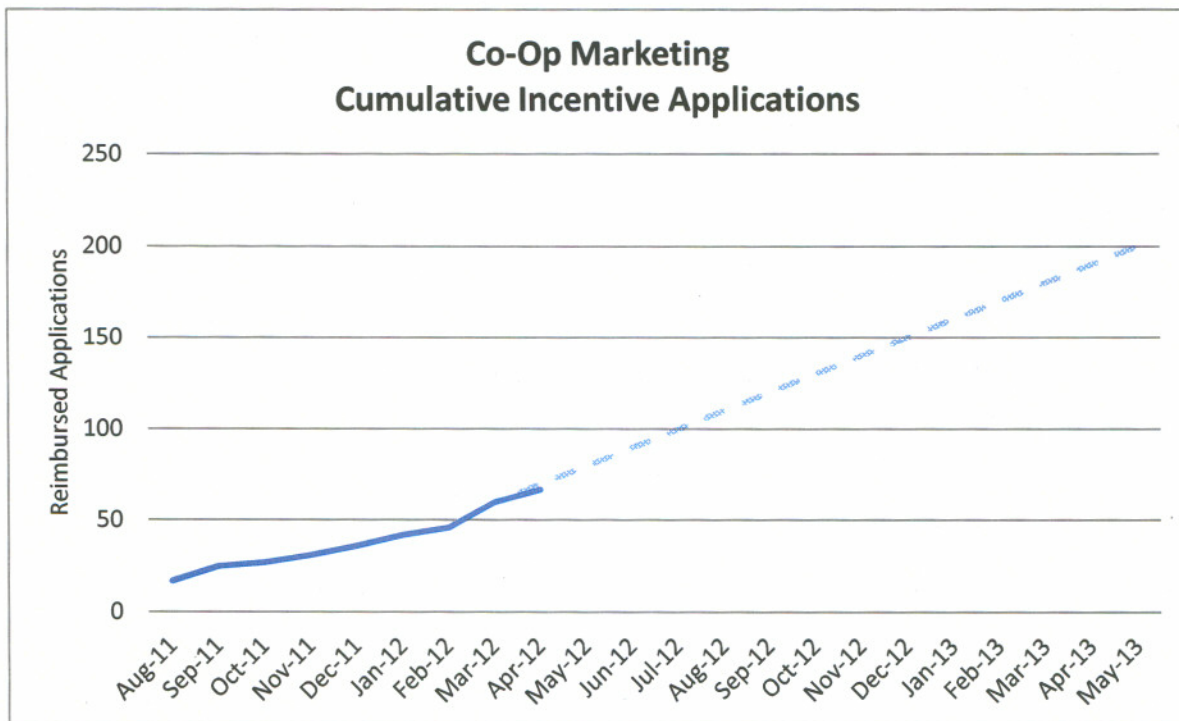
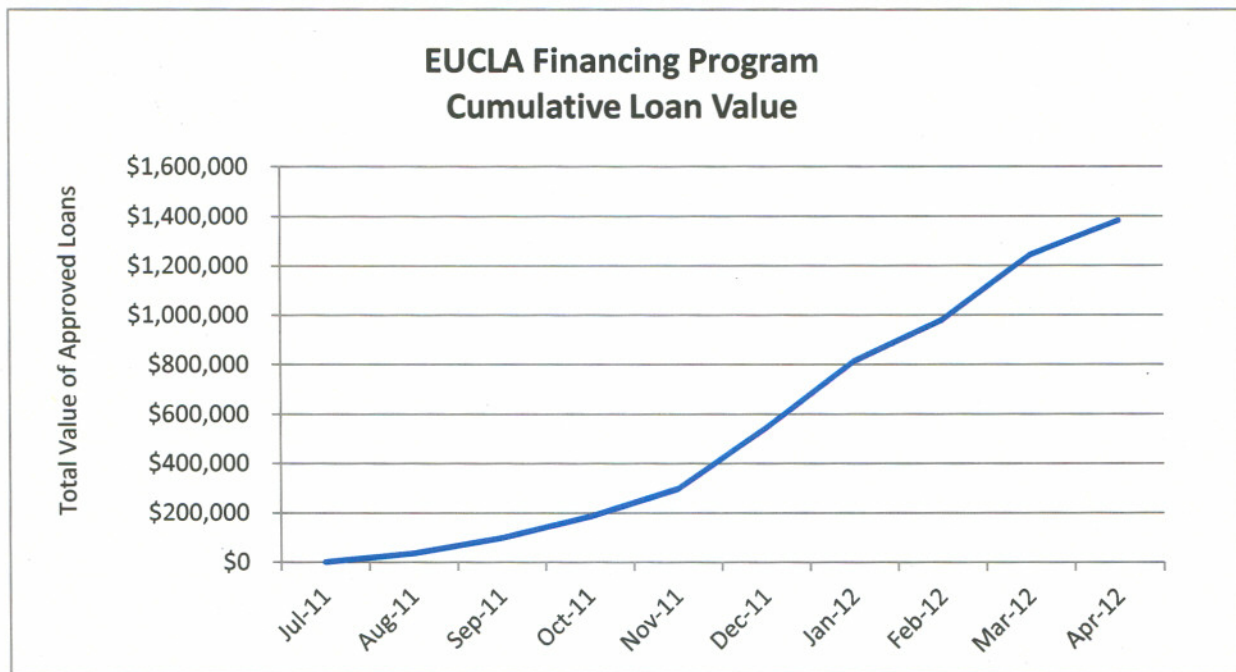


THE NUMBER OF ASSESSMENT VOUCHERS REDEEMED BY HOMEOWNERS CONTINUES TO EXCEED EXPECTATIONS.



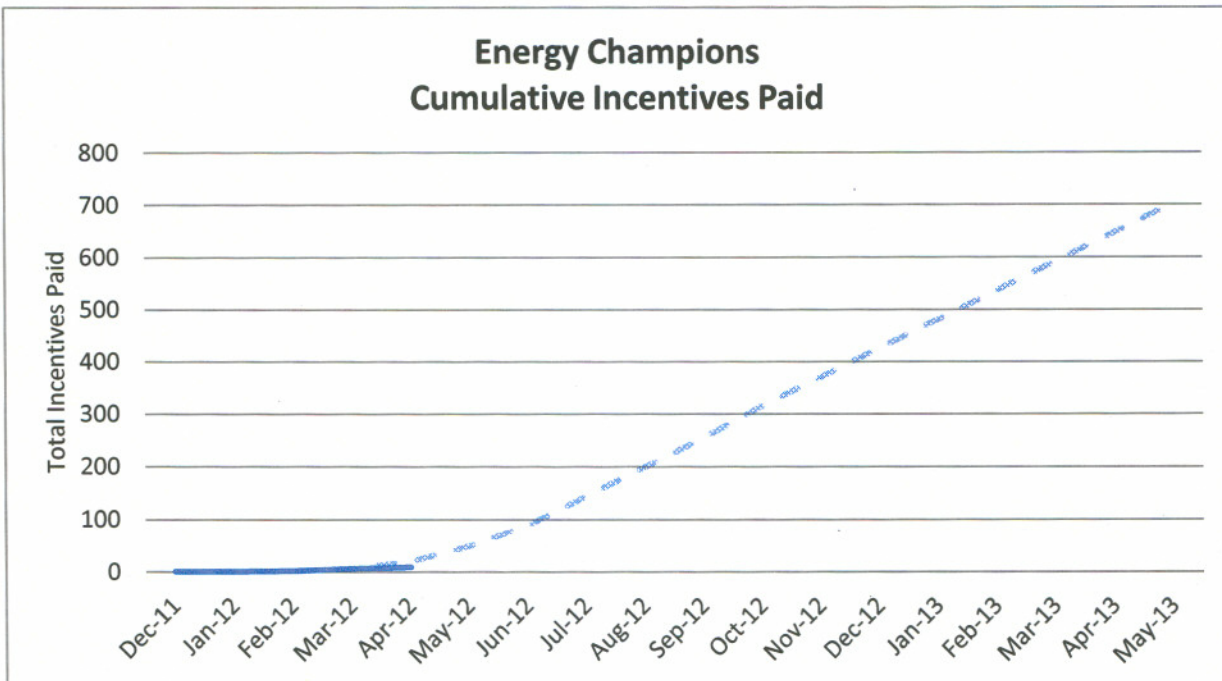
LOAN APPLICATIONS CONTINUE TO PERFORM WELL. THE MAJORITY OF APPLICATIONS ARE TAKING ADVANTAGE OF THE 2% INTEREST RATE PROGRAM, AND THE FLEXPATH PROGRAM HAS NOW BEEN ADDED AS AN OPTION.

## Monthly EUCLA Graphics/Narrative – Through May 1, 2012



CO-OP MARKETING APPLICATIONS DIPPED SLIGHTLY IN APRIL. EVIDENCE SUGGESTS THIS MAY BE DUE TO IMPLEMENTATION OF MAJOR REVISIONS IN EUCLA MARKETING WHICH IS CAUSING CONTRACTORS TO DELAY ORDERING ADDITIONAL MARKETING MATERIALS OF THEIR OWN.

## Monthly EUCLA Graphics/Narrative – Through May 1, 2012



ENERGY CHAMPIONS HAS SEEN LOWER THAN EXPECTED NUMBERS OF APPLICATIONS. REVISIONS TO THE PROGRAM ARE CURRENTLY UNDER BEING PLANNED. ATTRIBUTION OF PROJECTS TO ELIGIBLE CHAMPIONS WILL CONTINUE TO BE REFLECTED HERE IN COMING MONTHS AS INCENTIVES ARE PAID OUT.

**Major activities for the month of April, 2012**

1. FlexPath, introduced in mid-January 2012, has received 391 total project applications as of April 30, 2012. This program was implemented with an initial cap of 500 projects, at which time COS would review results and determine whether the program would be extended. Because we are fast approaching the maximum of 500, this review is currently underway, and initial indications are that the program will be extended with a new maximum of 1,500 projects. Funding will come from other EECBG and Better Buildings Program grant sub-programs.
2. The LA County Contractor Scholarship program closed on April 27th. The County provided a total of 240 scholarships, ranging from \$320-\$1000, to eligible professionals who completed authorized training programs or achieved certifications. By assisting contractors with training subsidies, the County was able to grow the local pool of qualified contractors and allow participating contractors to increase the skill set of their employees. In an effort to continue support for the local workforce, COS staff is now pursuing the establishment of a revolving loan fund that will assist contractors in completing additional training, achieving certifications, and purchasing equipment.
3. In the month of April, the Energy Champions program verified the completion of construction of an additional 3 projects for a total of 14 completed, out of 61 submitted to date.



Monthly EUCLA Graphics/Narrative – Through May 1, 2012

4. The HVAC Contractor Outreach Pilot kicked off its incentive program on April 27, 2012. Nineteen EUC participating contractors have elected to participate in this pilot. Prior to launch of the incentives, the pilot trained 13 contractors in Edison's HVAC Quality Installation (QI) certification program. A total of 16 Writesoft (home performance modeling software) subsidies were issued, along with two scholarships for additional software training.
5. Processing has begun to encumber and transfer the additional CEC grant funding approved by your Board on March 6, 2012, will be used to supplement our Loan Loss Reserve and Interest Rate Buy-Down programs, based on recent program success.

**Lessons learned and actions taken to improve results**

- Based on a recent Decision issued by the Public Utilities Commission, which includes potential program opportunities for local governments, COS will be reevaluating incentive budgets and spend plans for the FlexPath program, as well as the matching Basic and Advanced incentives for EUC.
- The Multifamily program has put a hold on receipt of applications because the program is oversubscribed with the projects that have already received approval. Nine projects, consisting of 734 total units, have been approved and are in various stages of planning for construction. There are additional projects on the wait list that may receive funding, if available. COS will likely reallocate funds from other Better Building Program grant activities (e.g., Energy Champions) to provide additional funding for the Multifamily program.

File: EUCLA Attachment I Narrative-Graphics 5-14-12



TOM TINDALL  
Director

County of Los Angeles  
**INTERNAL SERVICES DEPARTMENT**

1100 North Eastern Avenue  
Los Angeles, California 90063

Telephone: (323) 267-2101  
FAX: (323) 264-7135

*"To enrich lives through effective and caring service"*

June 14, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

A handwritten signature in black ink that reads "Tom Tindall".

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF MARCH 6,  
2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the fourth status report on the EUCLA program, updated through May, 2012.

Attachment I reflects continued growth in FlexPath program participation. The attachment also provides graphics and narrative illustrating the number of applications received, applications approved, projects completed and incentive checks issued for the Advanced/Basic/FlexPath subprograms. The narrative describes recent program changes, lessons learned and program revisions to increase program participation and/or reallocate resources.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the energy efficiency market develops.

If you have any questions, please contact me at 323-267-2101.

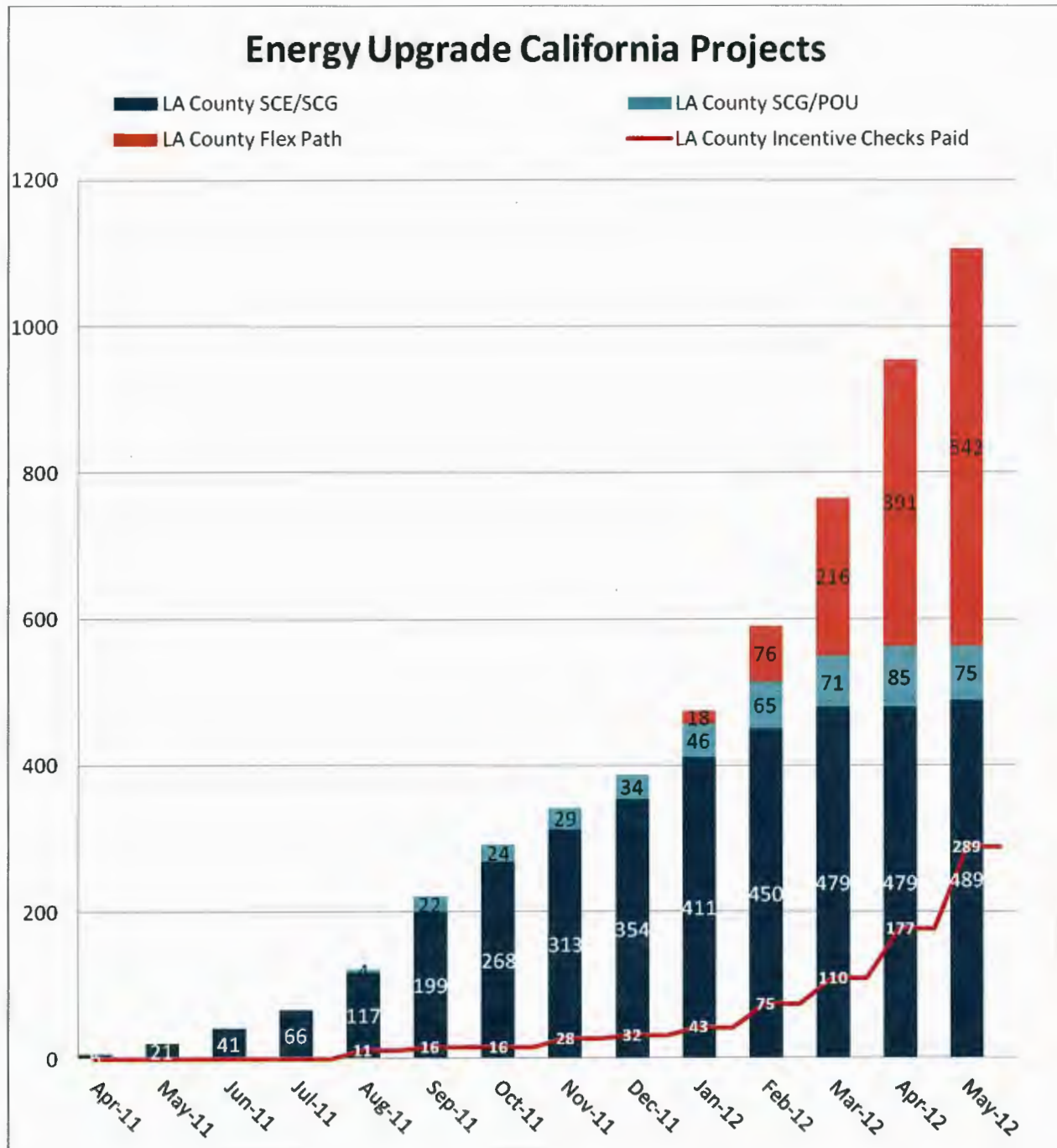
TT:JJ:HC:TW

c: ISD Board deputies  
Chief Executive Officer  
Executive Officer, Board of Supervisors  
Deputy CEO



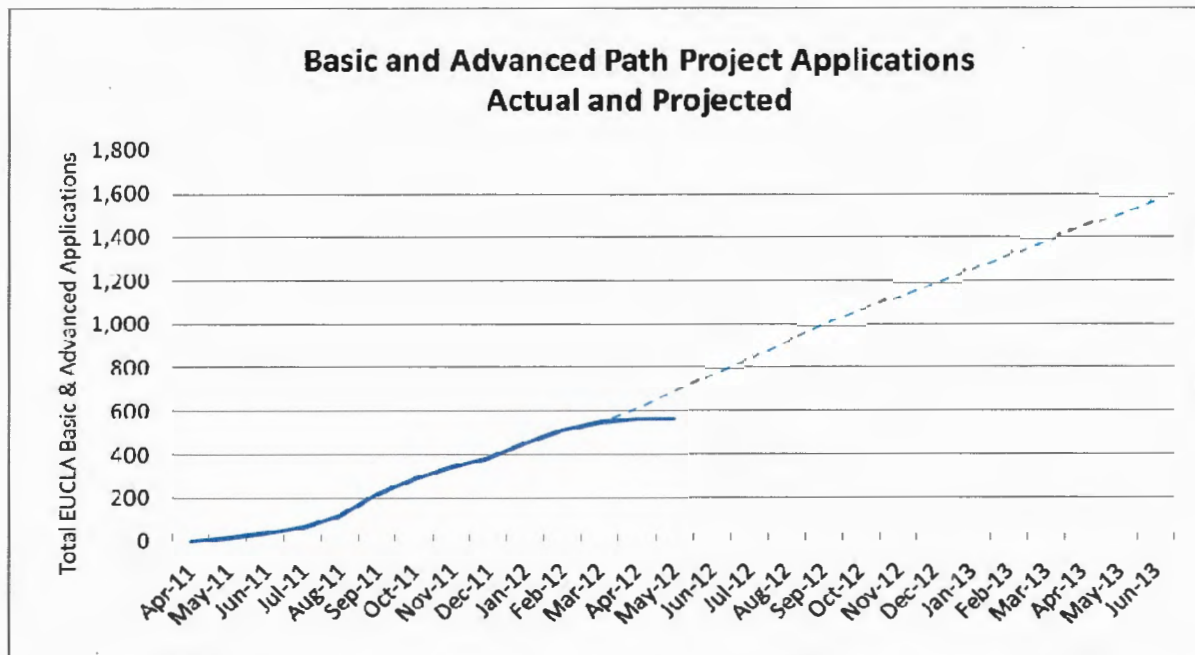
## Monthly EUCLA Graphics/Narrative – Through June 1, 2012

Following are status charts for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Also included is a Major Activities narrative summarizing significant program accomplishments, and a section identifying program issues, and corrective actions.

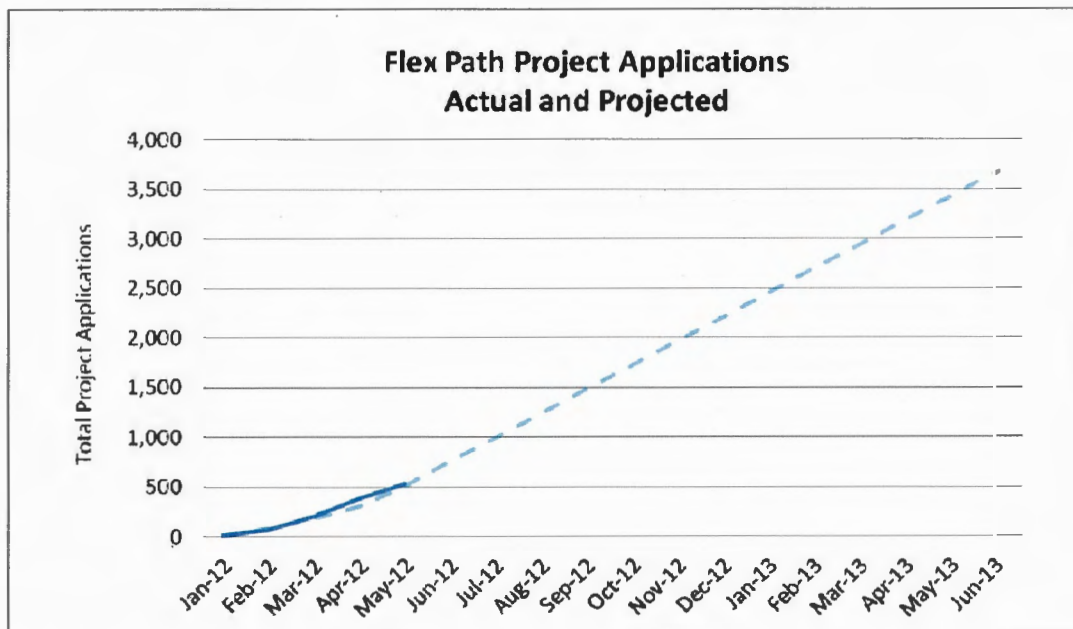


ALTHOUGH ADVANCED AND BASIC PROJECTS HAVE ESSENTIALLY STALLED, FLEXPATH PROJECTS HAVE CONTINUED TO INCREASE, AND PROCESSING OF INCENTIVES TO HOMEOWNERS HAS INCREASED SIGNIFICANTLY.

## Monthly EUCLA Graphics/Narrative – Through June 1, 2012

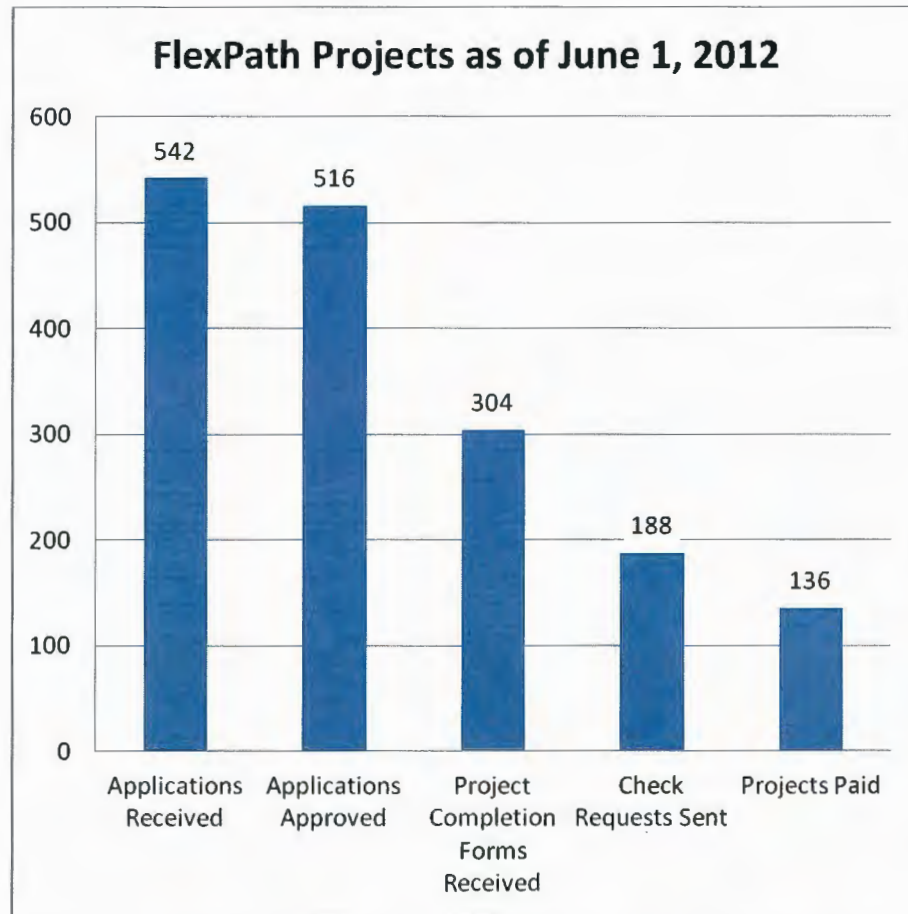


THIS IS A COMBINED TOTAL OF ALL BASIC AND ADVANCED PATH PROJECT APPLICATIONS THAT WERE SUBMITTED UNDER THE SCE/SCG PROGRAM (NOT INCL. FLEXPATH). IN THE MONTH OF MAY, FOLLOWING THE EXAMPLE OF SCE FROM APRIL, SCG PERFORMED A SUMMARY REVIEW OF PROJECT APPLICATIONS THAT HAD BEEN ON-HOLD/PENDING FOR LONG PERIODS AND CANCELED A NUMBER OF THEM ALL AT ONCE. ALTHOUGH THERE WERE 10 NEW ADVANCED APPLICATIONS IN THE MONTH OF MAY, THEY WERE EFFECTIVELY CANCELED OUT BY THE SAME NUMBER BEING REMOVED FROM SCG PENDING STATUS.



THIS SHOWS THE TOTAL OF ALL FLEXPATH PROJECT APPLICATIONS SUBMITTED AS OF END OF MAY. TOTAL APPLICATIONS HAVE SURPASSED OUR ORIGINAL PILOT PROGRAM TARGET OF 500 PROJECTS. THE PROGRAM TARGET IS NOW BEING INCREASED TO 1,500 PROJECTS.

## Monthly EUCLA Graphics/Narrative – Through June 1, 2012



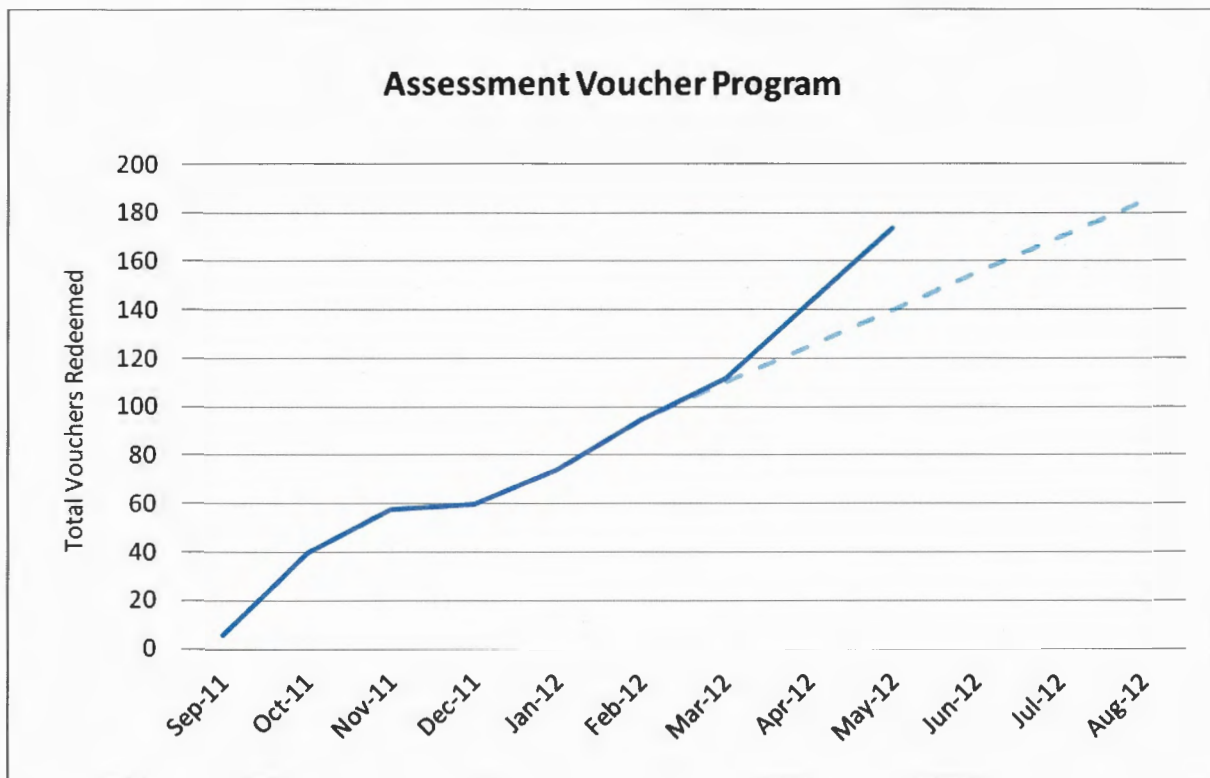
THIS SHOWS CUMULATIVE TOTALS FOR THE FLEXPATH PROGRAM THROUGH THE END OF MAY. PROCESSING TIME FOR APPLICATION APPROVAL IS AVERAGING 3 DAYS, AND PROCESSING OF COMPLETION FORMS TO ISD RECEIPT OF REQUEST FOR INCENTIVE PAYMENT IS AVERAGING ONLY 8 DAYS.

Breakdown of Upgrade Projects and Cost/Savings				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 49% of Projects	540	27%	\$12,817	\$4,877
Basic - 2% of Projects	24	10%	\$4,475	\$2,000
Flex - 49%	542	16.7%	\$4,763	\$1,500*

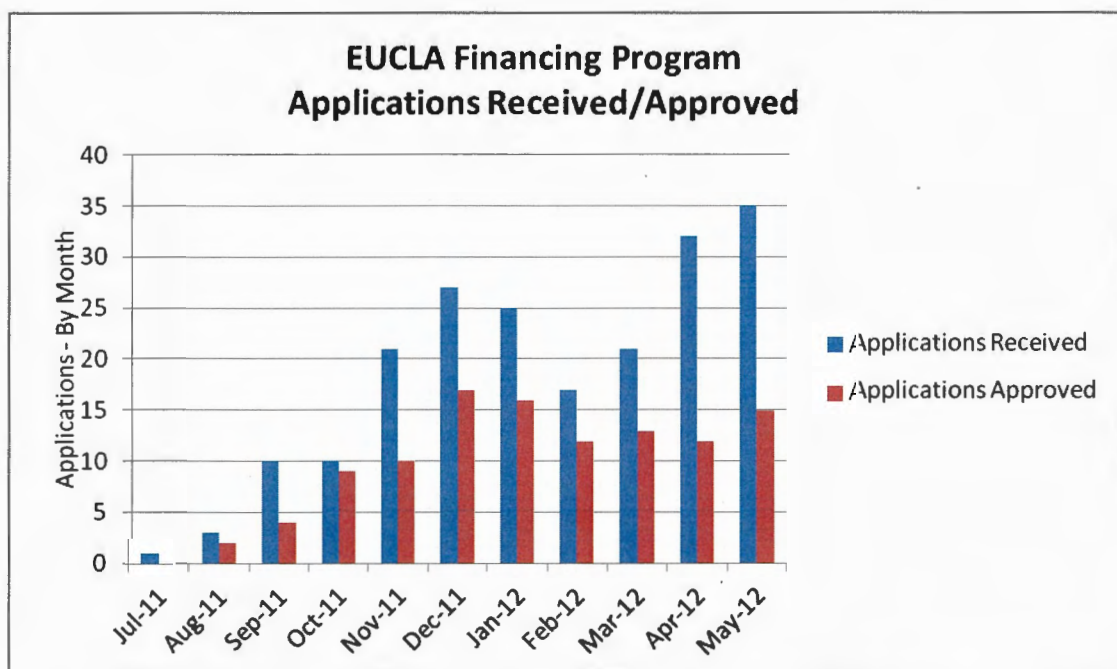
*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*



## Monthly EUCLA Graphics/Narrative – Through June 1, 2012

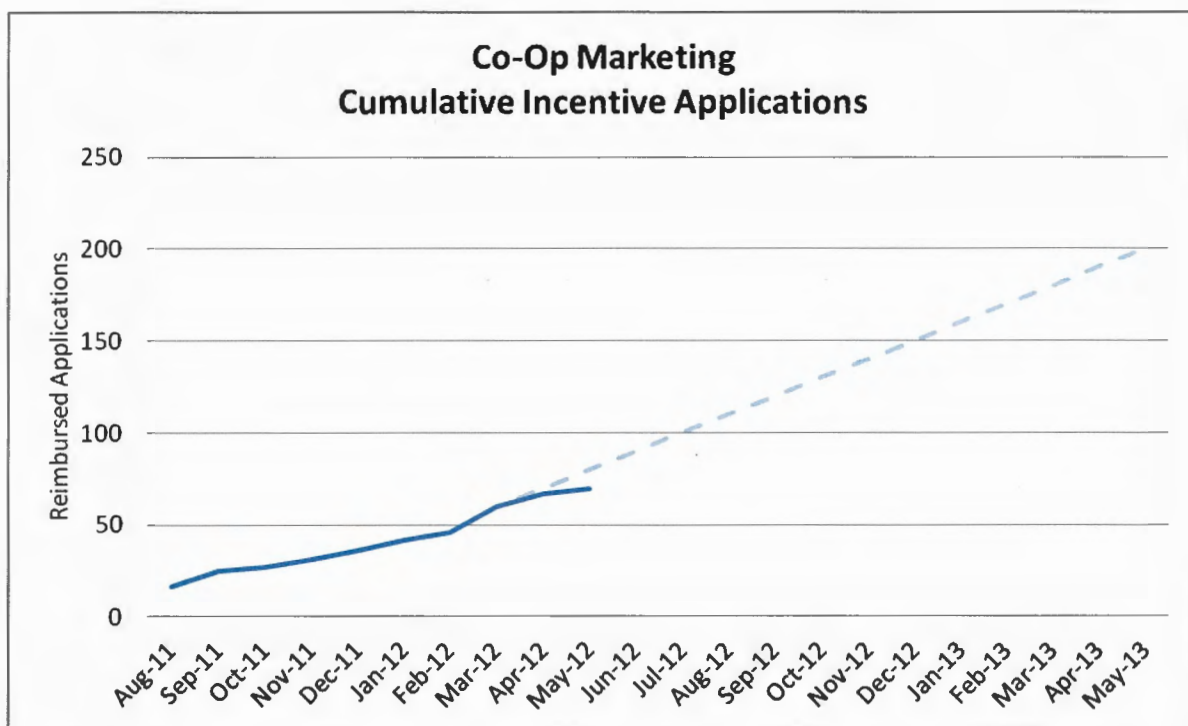
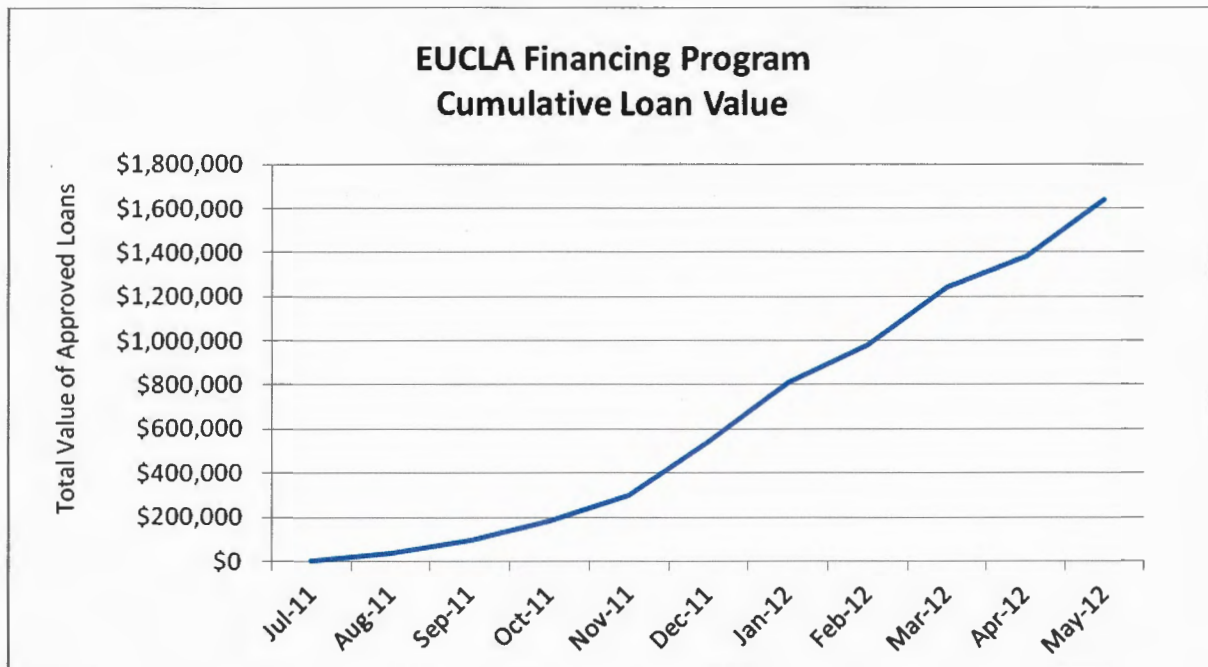


ASSESSMENT VOUCHERS CONTINUE TO BE VERY POPULAR WITH HOMEOWNERS.



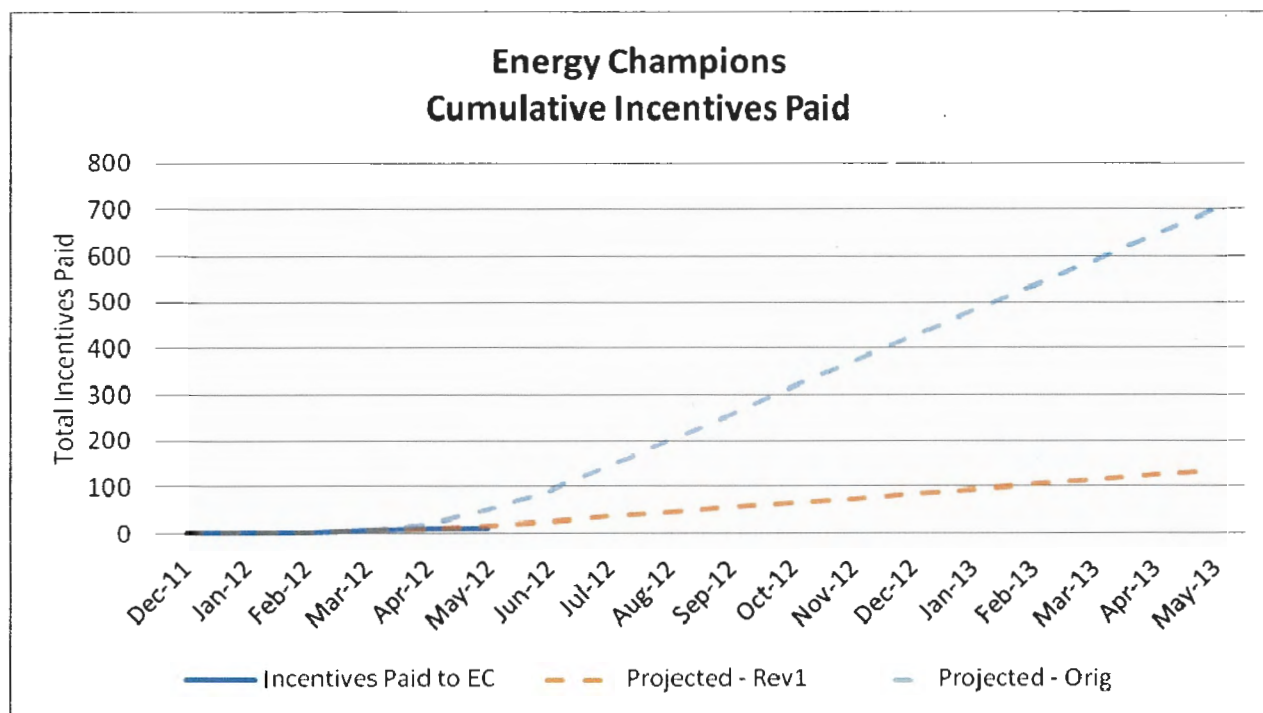
LOAN APPLICATIONS CONTINUE TO PERFORM WELL. THE MAJORITY OF APPLICATIONS ARE STILL TAKING ADVANTAGE OF THE 2% INTEREST RATE PROGRAM, AND FLEXPATH PROJECTS ARE BEING FINANCED AS WELL.

## Monthly EUCLA Graphics/Narrative – Through June 1, 2012



CO-OP MARKETING APPLICATIONS ARE STILL BELOW PROJECTIONS. MAJOR REVISIONS IN EUCLA MARKETING, HAS CAUSED CONTRACTORS TO DELAY ORDERING ADDITIONAL MARKETING MATERIALS OF THEIR OWN, BUT THERE WERE STILL ADDITIONAL PARTICIPANTS AND APPLICATIONS IN THE MONTH OF MAY.

## Monthly EUCLA Graphics/Narrative – Through June 1, 2012



ENERGY CHAMPIONS HAS SEEN LOWER THAN EXPECTED NUMBERS OF APPLICATIONS. AS A RESULT, REVISIONS TO THE PROGRAM ARE BEING IMPLEMENTED, AND THIS CHART HAS BEEN REVISED TO REFLECT ADJUSTED PROJECTIONS. ATTRIBUTION OF PROJECTS TO ELIGIBLE CHAMPIONS SHOULD INCREASE IN COMING MONTHS AS PROJECTS ARE COMPLETED AND VERIFIED BY SCE.

### Major activities for the month of May, 2012

1. FlexPath has now received 542 total project applications as of May 31, 2012. This program was implemented with an initial target of 500 projects, which has now been exceeded, and interest continues to increase. The program capacity has now been expanded with a new maximum of 1,500 projects.
2. In the month of May, the Energy Champions program verified the completion of an additional 2 projects for a total of 16 completed, out of 71 submitted to date. The most active Champions in this program have become the focus of available resources, in an effort to drive more participation, and to assist with information and processing of projects. (See additional narrative in the last section)
3. The HVAC Contractor Outreach Pilot kicked off its incentive program on April 27, 2012. Twenty-two EUC participating contractors have elected to participate in this pilot, and another seven are in the application process. A total of nine projects have been submitted for approval, two of which were approved and incentive checks issued.



## Monthly EUCLA Graphics/Narrative – Through June 1, 2012

4. The Multifamily program now has twelve projects, consisting of 960 total units that have been approved and are in various stages of planning for construction. There are additional projects, previously on a wait-list that will now have available funding, as COS is reallocating funds from the Energy Champions program. The reallocation will move an additional \$500,000 into the Multifamily program, for incentive payments, which will allow the wait-listed projects to proceed.

**Lessons learned and/or actions taken to improve results**

1. Based on a recent Decision issued by the Public Utilities Commission, which includes potential program opportunities for local governments, COS is reevaluating incentive budgets and spend plans for the FlexPath program, as well as the matching Basic and Advanced incentives for EUC. A schedule for reducing and/or ending supplemental incentives from the County is being developed, in order to maximize the effectiveness of remaining grant funds.
2. In evaluating the status of the Energy Champions (EC) program, COS has determined that attempting to educate and support in excess of 100 Champion organizations at one time, with very limited resources, was not feasible, nor was it resulting in the anticipated number of retrofit projects. The majority of the Champions have demonstrated little more than an initial curiosity, and then become inactive and disinterested. In addition, the program budget for education and outreach to the enlisted organizations is nearly exhausted, and with this in mind COS has identified approximately 20 organizations that have not only demonstrated continued interest and program understanding, but have also submitted at least one upgrade project for approval. Therefore, providing continued support should require only minimal resources.
3. Based on the number of EC projects submitted thus far (71) and the time left in the program (June 2013), it seems unlikely the program will realize a total of more than 200 projects, thus the revised projections in the chart on page 6. Because there is little apparent potential for utilizing the budget amount for incentive payments in the EC program, COS is reallocating \$500,000 to the incentives budget for the Multifamily program (Activity item number 4 in the previous section).



TOM TINDALL  
Director

# County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

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FAX: (323) 264-7135

July 12, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall *Tom Tindall*  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012) – STATUS REPORT #5**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home/commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

Each Supervisor  
July 12, 2012  
Page 2

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the fifth status report on the EUCLA program, updated through June, 2012.

Program participation continues to grow, and the FlexPath subprogram now comprises a majority of total applications. Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. Additional graphics and narratives show goals and monthly benchmarks to measure progress as well as program changes, lessons learned, and program revisions to increase program participation and/or reallocate resources.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the energy efficiency market develops.

If you have any questions, please contact me at 323-267-2101.

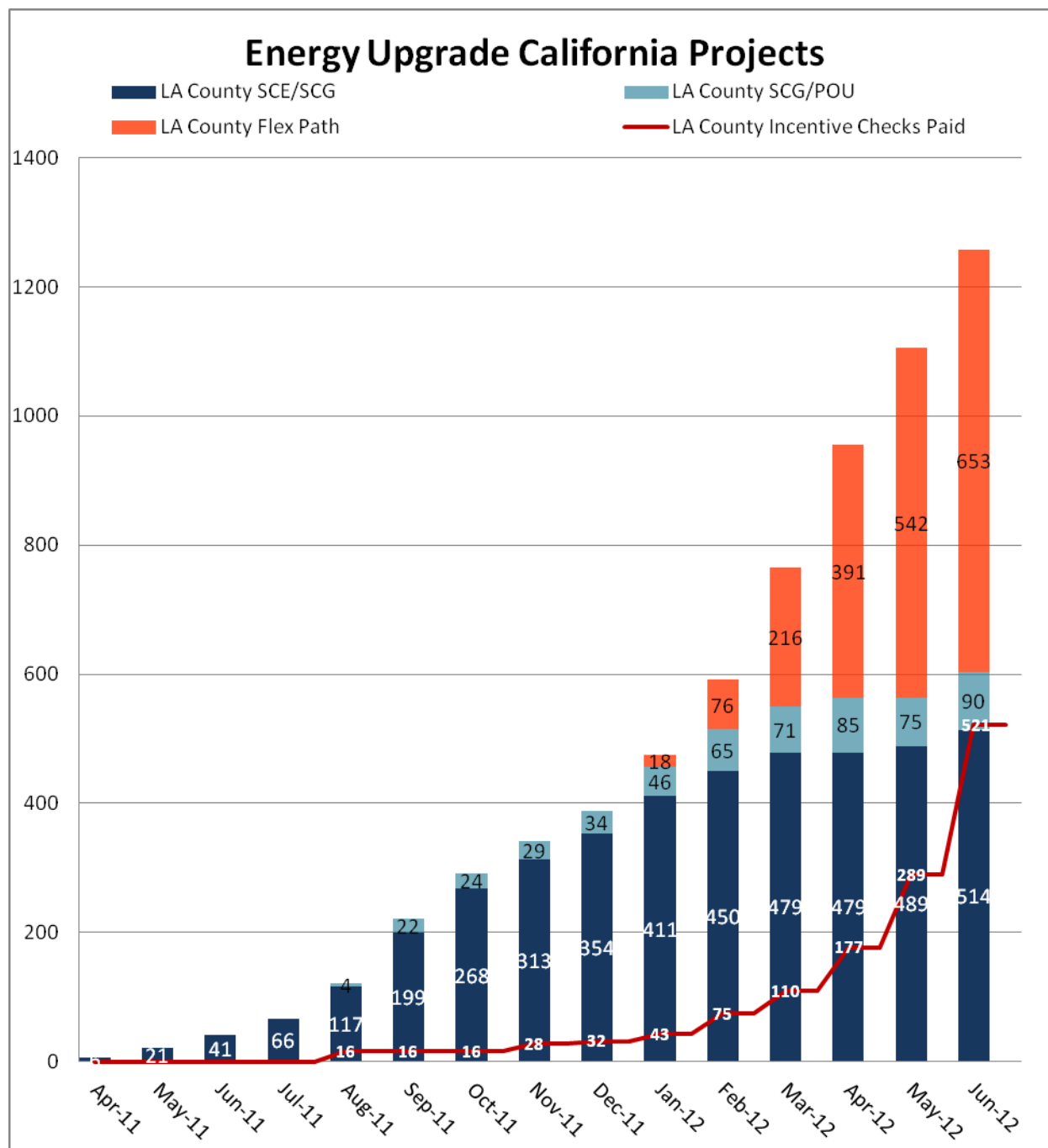
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Attachment

c: ISD Board deputies  
Chief Executive Officer  
Executive Officer, Board of Supervisors  
Deputy CEO Operations



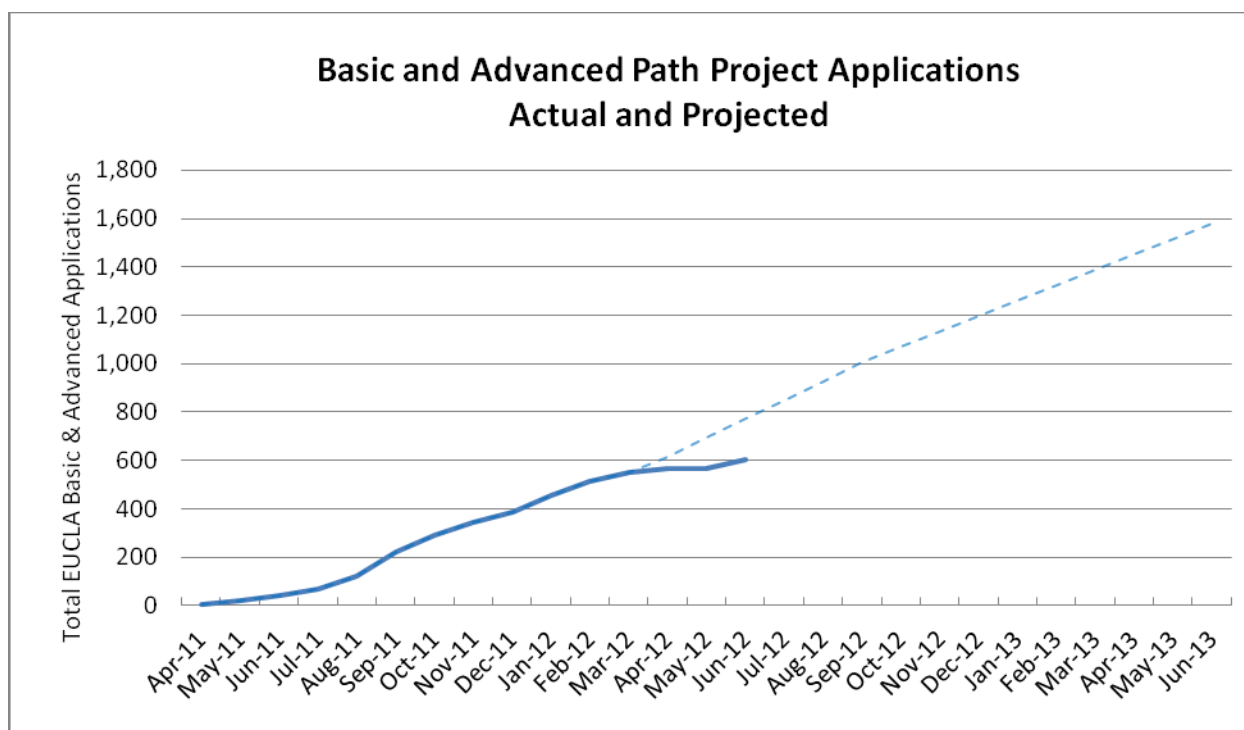
## Monthly EUCLA Graphics/Narrative – Through July 1, 2012

The following are statistical charts for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Also included is a narrative summarizing significant program accomplishments for the month of June.

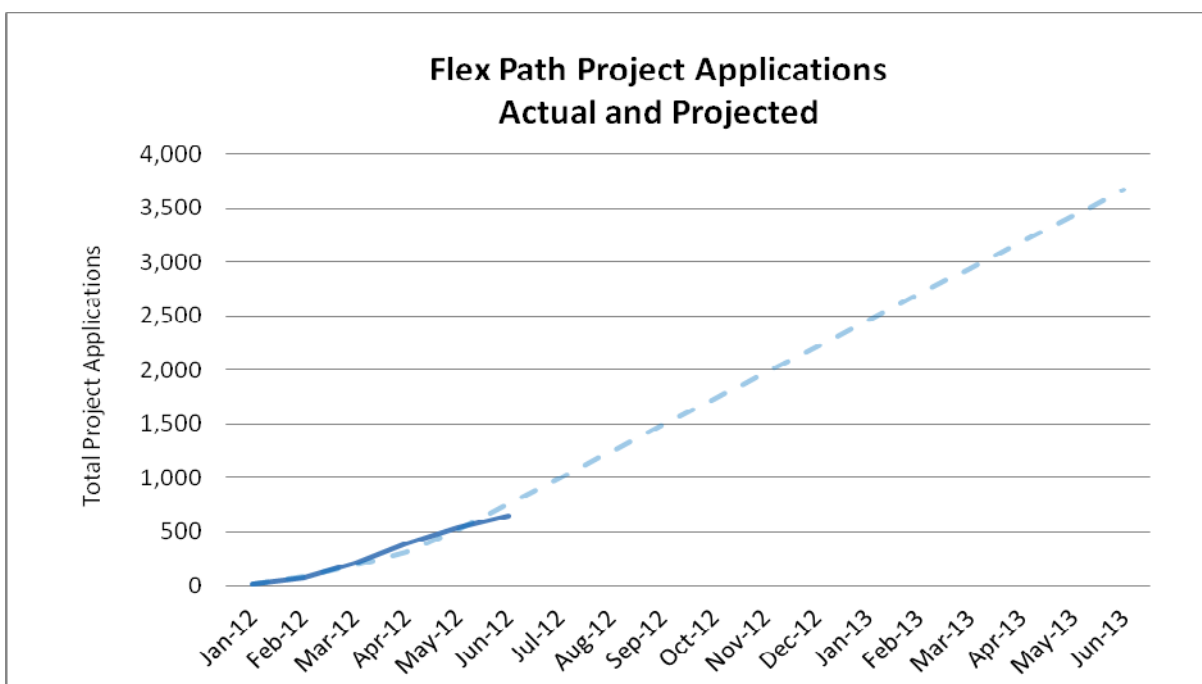


THE MONTH OF JUNE SHOWS AN INCREASE IN ADVANCED PATH PROJECTS AND FLEXPATH PROJECTS, AND THE PROCESSING OF INCENTIVE PAYMENTS TO HOMEOWNERS HAS GREATLY INCREASED.

## Monthly EUCLA Graphics/Narrative – Through July 1, 2012

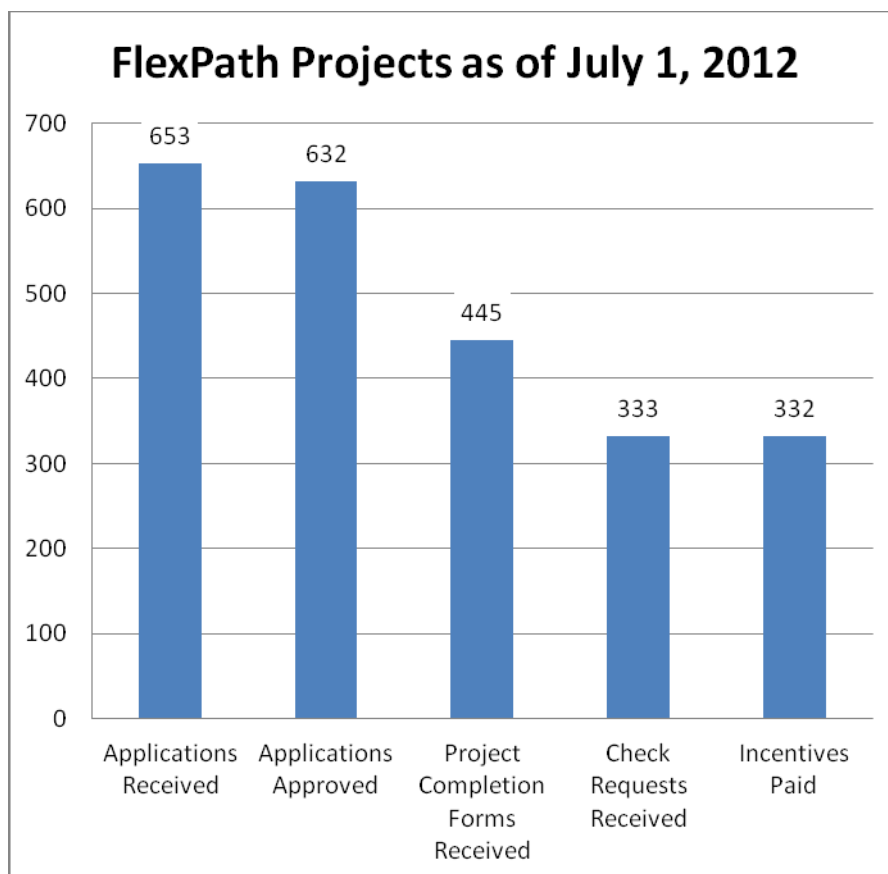


THIS GRAPH SHOWS A CUMULATIVE TOTAL OF ALL BASIC AND ADVANCED PATH PROJECT APPLICATIONS THAT WERE SUBMITTED UNDER THE SCE/SCG PROGRAM (NOT INCLUDING FLEXPATH). THE MONTH OF JUNE SHOWS A RETURN TO AN UPWARD TREND, WITH 26 NEW ADVANCED PATH PROJECTS.



THIS GRAPH IS A REPORT OF CUMULATIVE FLEXPATH PROJECT APPLICATIONS SUBMITTED THROUGH THE END OF JUNE. JUNE APPLICATIONS DIPPED BELOW PROJECTIONS, BUT ONLY SLIGHTLY. THE PROGRAM TARGET HAS BEEN INCREASED TO 1,500 PROJECTS.

## Monthly EUCLA Graphics/Narrative – Through July 1, 2012



THE GRAPH ABOVE SHOWS CUMULATIVE TOTALS FOR THE FLEXPATH PROGRAM THROUGH THE END OF JUNE.

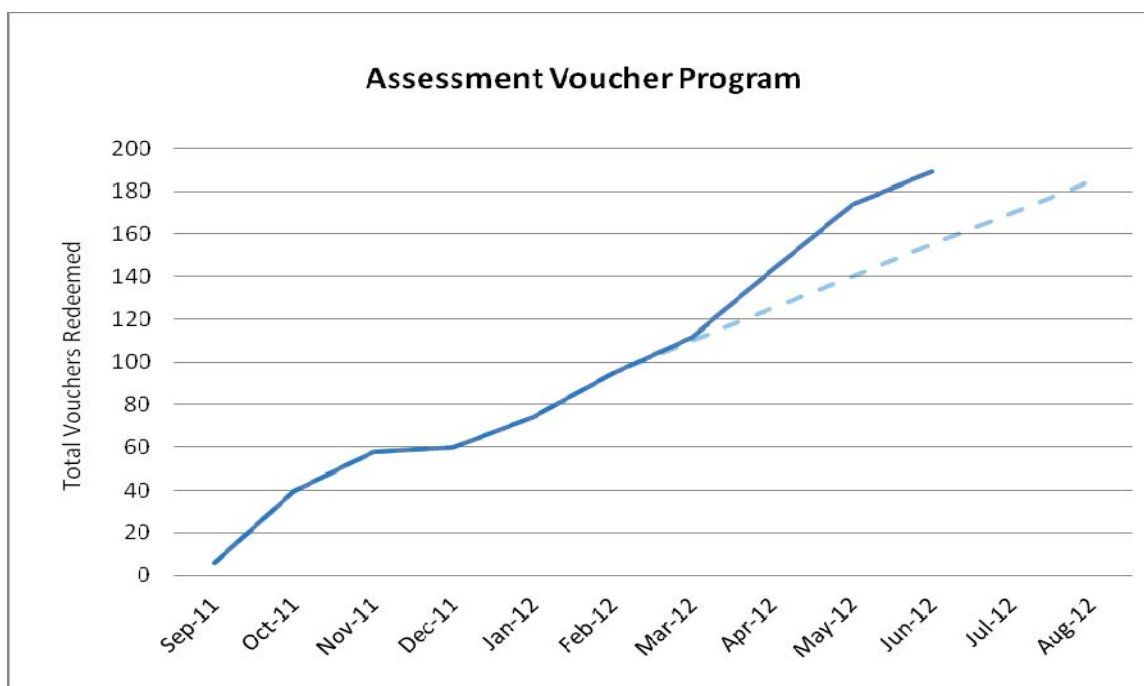
THE PROCESSING TIME FOR APPROVAL OF APPLICATIONS IS AVERAGING 3 DAYS, AND ELAPSED TIME FROM RECEIPT OF COMPLETION FORMS TO ISD PROCESSING OF INCENTIVE PAYMENTS IS AVERAGING ONLY 8 DAYS.

Breakdown of Upgrade Projects and Cost/Savings (June 2012)				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 46% of Projects	581	27%	\$12,429	\$4,989
Basic - 2% of Projects	23	10%	\$4,475	\$2,000
Flex - 52%	653	16.7%	\$5,132	\$1,500*

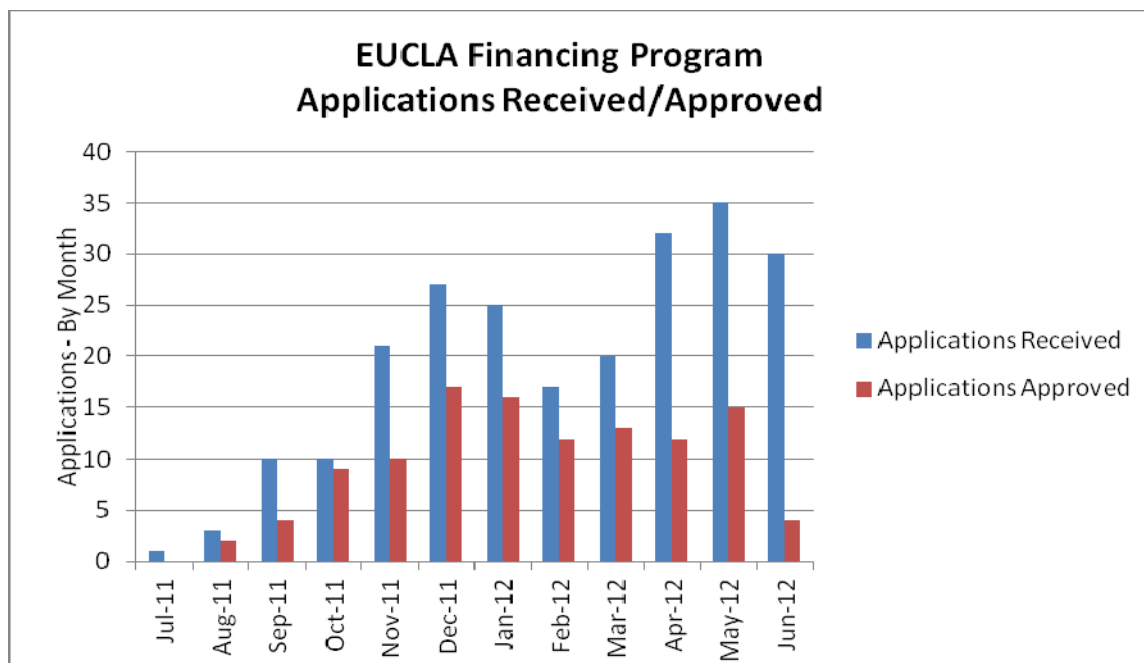
*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*



## Monthly EUCLA Graphics/Narrative – Through July 1, 2012

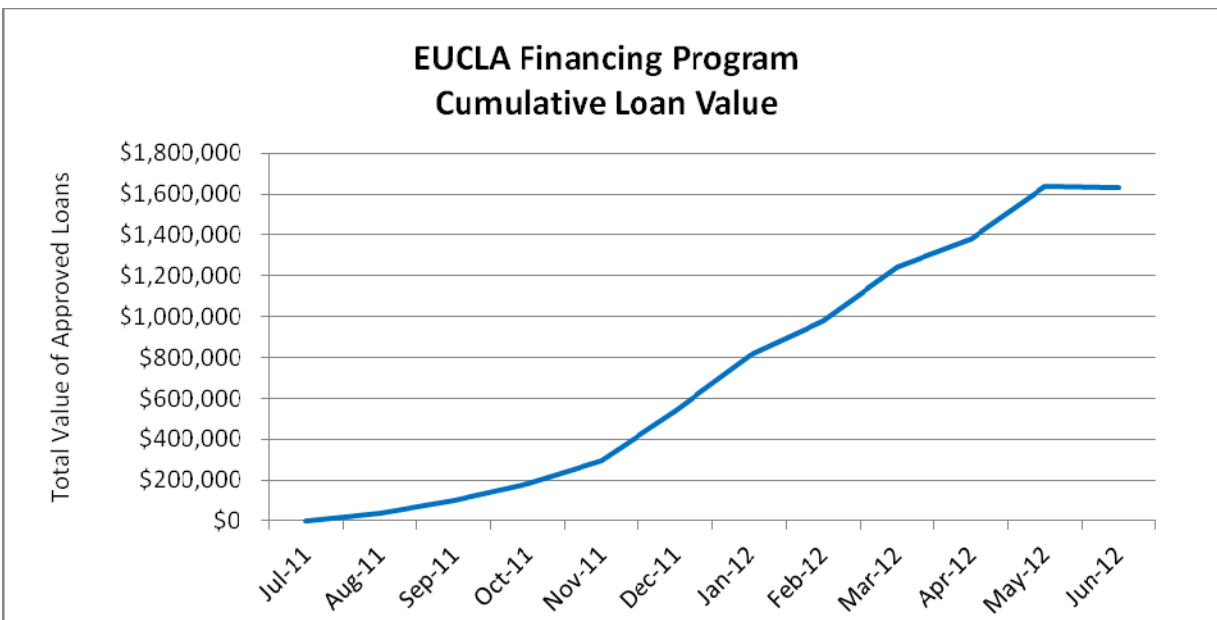


ASSESSMENT VOUCHERS CONTINUE TO BE VERY POPULAR, BOTH AS A SALES TOOL FOR CONTRACTORS, AND A WAY OF MITIGATING THE INITIAL COST OF AN ENERGY EFFICIENCY ASSESSMENT FOR HOMEOWNERS.

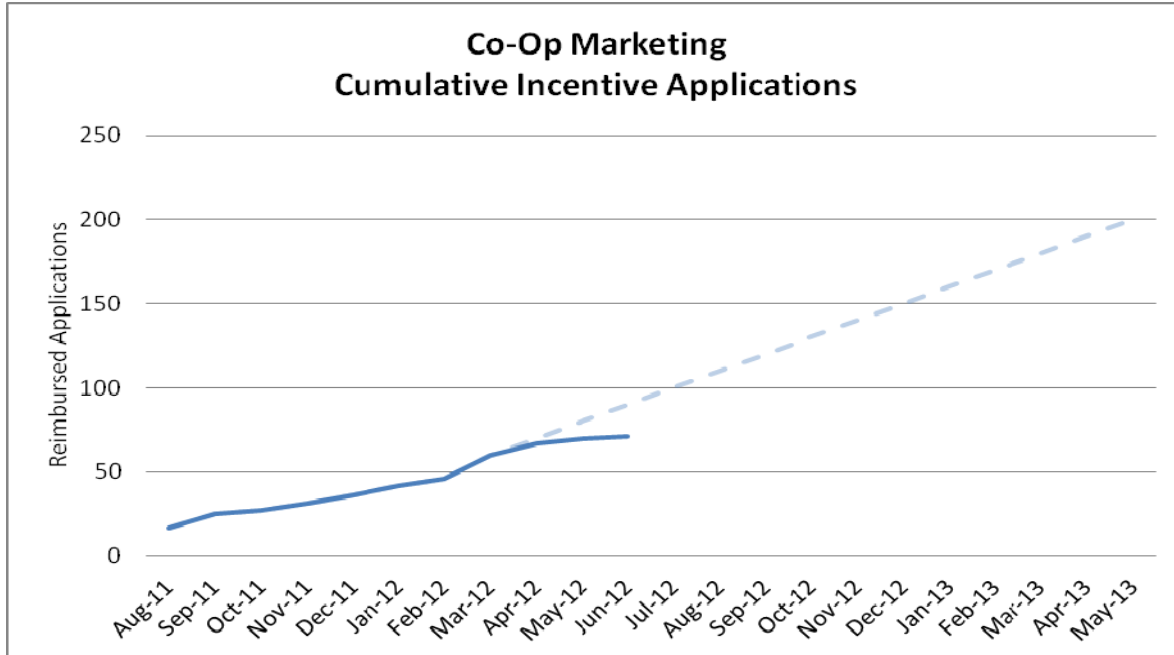


THE MAJORITY OF LOAN APPLICATIONS ARE STILL TAKING ADVANTAGE OF THE 2% INTEREST RATE PROGRAM. ALTHOUGH FLEXPATH PROJECTS ARE BEING FINANCED, THERE HAVE BEEN ONLY A FEW, SINCE THE AVERAGE FLEXPATH PROJECT COST IS WELL BELOW THE AMOUNT FOR WHICH MOST PEOPLE WILL SEEK FINANCING.

## Monthly EUCLA Graphics/Narrative – Through July 1, 2012

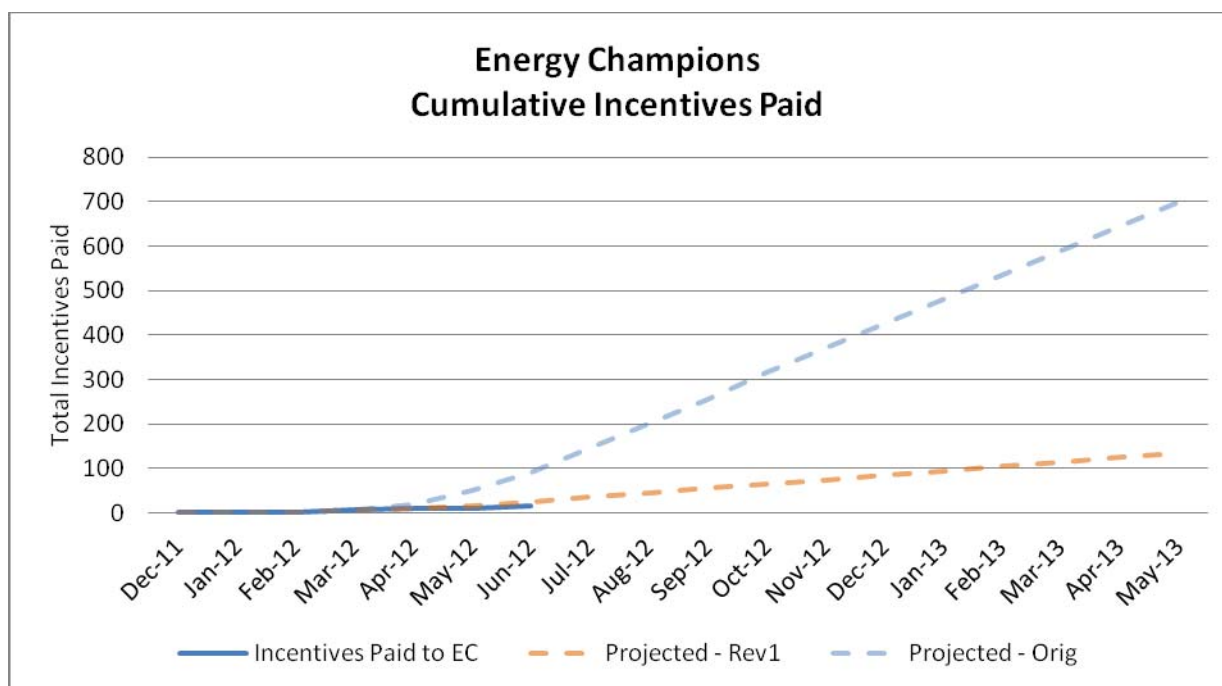


ALTHOUGH ADDITIONAL APPLICATIONS WERE RECEIVED AND APPROVED IN THE MONTH OF JUNE, THERE WERE ALSO A NUMBER OF INACTIVE LOAN APPLICATIONS THAT HAD BEEN PENDING FOR OVER 90 DAYS, WITH NO RETROFIT PROJECT STARTED. THESE LOANS WERE PUT INTO A CANCELLED/HOLD STATUS, REQUIRING A REACTIVATION BY THE HOMEOWNER AND A NEW CREDIT CHECK IF THEY WISHED TO CONTINUE. THE PENDING AMOUNTS OF THESE LOANS WERE REMOVED, THUS THE SLIGHT REDUCTION IN CUMULATIVE LOAN VALUE.



CONTRACTOR CO-OP MARKETING APPLICATIONS ARE STILL BELOW PROJECTIONS, BUT THERE WERE ADDITIONAL PARTICIPANT MATERIALS ORDERED, AS WELL AS NEW INCENTIVE APPLICATIONS IN THE MONTH OF JUNE.

## Monthly EUCLA Graphics/Narrative – Through July 1, 2012



ENERGY CHAMPIONS HAVE SUBMITTED A TOTAL OF 79 PROJECT APPLICATIONS. HOWEVER, INCENTIVES ARE NOT PAID OUT UNTIL THE PROJECTS HAVE BEEN COMPLETED AND VERIFIED. THERE ARE CURRENTLY 12 INCENTIVES BEING PROCESSED FOR VERIFIED PROJECTS, WHICH WILL PROVIDE A SIGNIFICANT BOOST TO TOTALS FOR THE JULY REPORT.

*(Revisions have been made to this program, and this chart has been revised to reflect an adjusted projection for total projects).*

### Major activities for the month of June, 2012

1. FlexPath has now received 653 total project applications as of June 30, 2012. The program's initial target of 500 projects has now been exceeded, and with a continuing display of interest, program capacity has now been expanded to a maximum of 1,500 projects.
2. In the month of June, the Energy Champions program verified the completion of an additional 12 projects for a total of 28 completed, out of 79 submitted to date. The most active Champions have become the focus of available resources, in an effort to drive more participation, and to assist with the processing of projects.
3. June results for the HVAC Contractor Pilot were the best yet. A total of 18 projects have been submitted for approval, and 6 incentive checks have been issued.





TOM TINDALL  
Director

# County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

Telephone: (323) 267-2101  
FAX: (323) 264-7135

August 13, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT #6 (RESPONSE TO ITEM 15, AGENDA OF MARCH  
6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the sixth status report on the EUCLA program, updated through July 2012.

In accordance with your Board's instructions, Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. Additional graphics and narratives show goals and monthly benchmarks to measure progress as well as program changes, lessons learned, and program revisions to increase program participation and/or reallocate resources.

The FlexPath subprogram has now received 915 total project applications as of July 31, 2012. With more than 250 new applications submitted, the month of July 2012 represented the largest increase in project submittals to date.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the energy efficiency market develops.

If you have any questions, please contact me at (323) 267-2101.

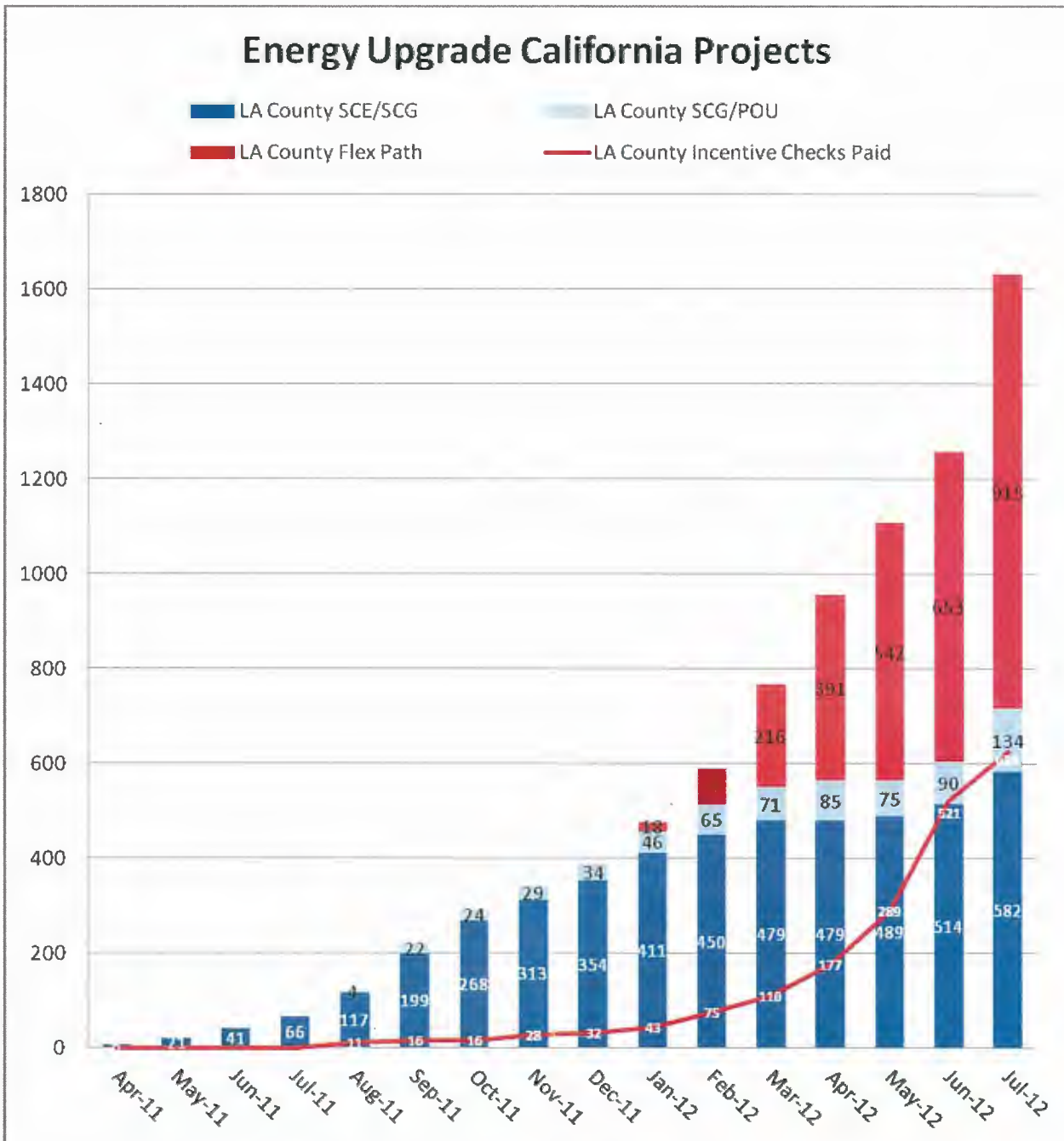
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Attachment

c: ISD Board Deputies  
Executive Officer, Board of Supervisors  
Chief Executive Officer  
Deputy CEO

### Monthly EUCLA Graphics/Narrative – Through August 1, 2012

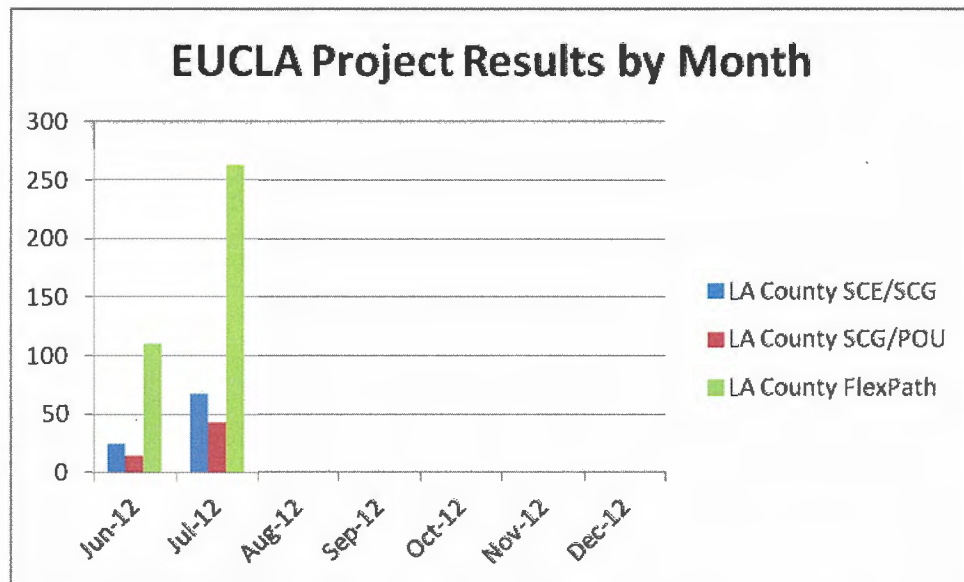
The following are status charts for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Also included is a narrative summarizing significant program accomplishments for the month of July.



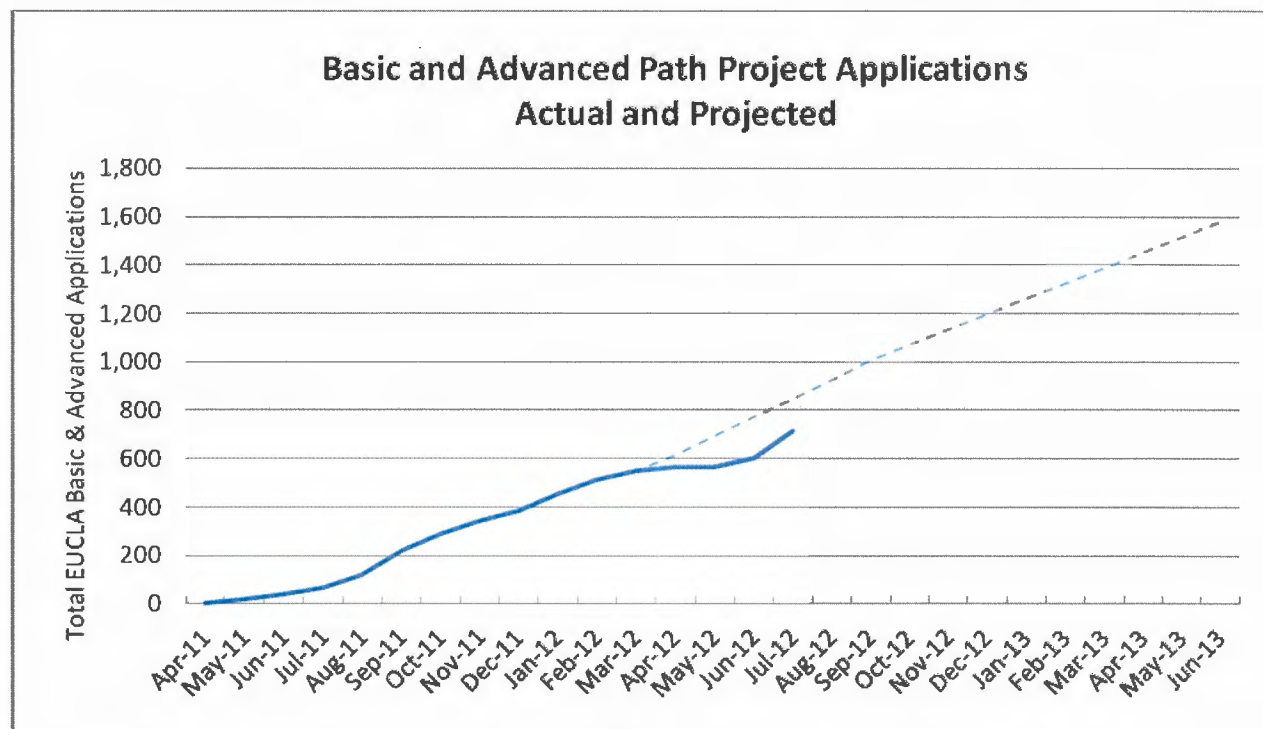
THIS CUMULATIVE PROJECT SUMMARY CHART SHOWS A SIGNIFICANT INCREASE IN ALL PROGRAM OPTIONS IN THE MONTH OF JULY. ADVANCED/BASIC PATH PROJECTS SAW THE LARGEST UPTAKE SINCE JANUARY, PARTICULARLY IN THE PUBLICLY OWNED UTILITY (POU) TERRITORIES, WHICH IS A DIRECT RESULT OF SCG OFFERING AN INCREASED SUMMER REBATE IN THE POU AREAS. FLEXPATH PROJECTS HAD THE GREATEST NUMBER OF APPLICATIONS IN A SINGLE MONTH SINCE THE START OF THE PROGRAM IN JANUARY.



## Monthly EUCLA Graphics/Narrative – Through August 1, 2012

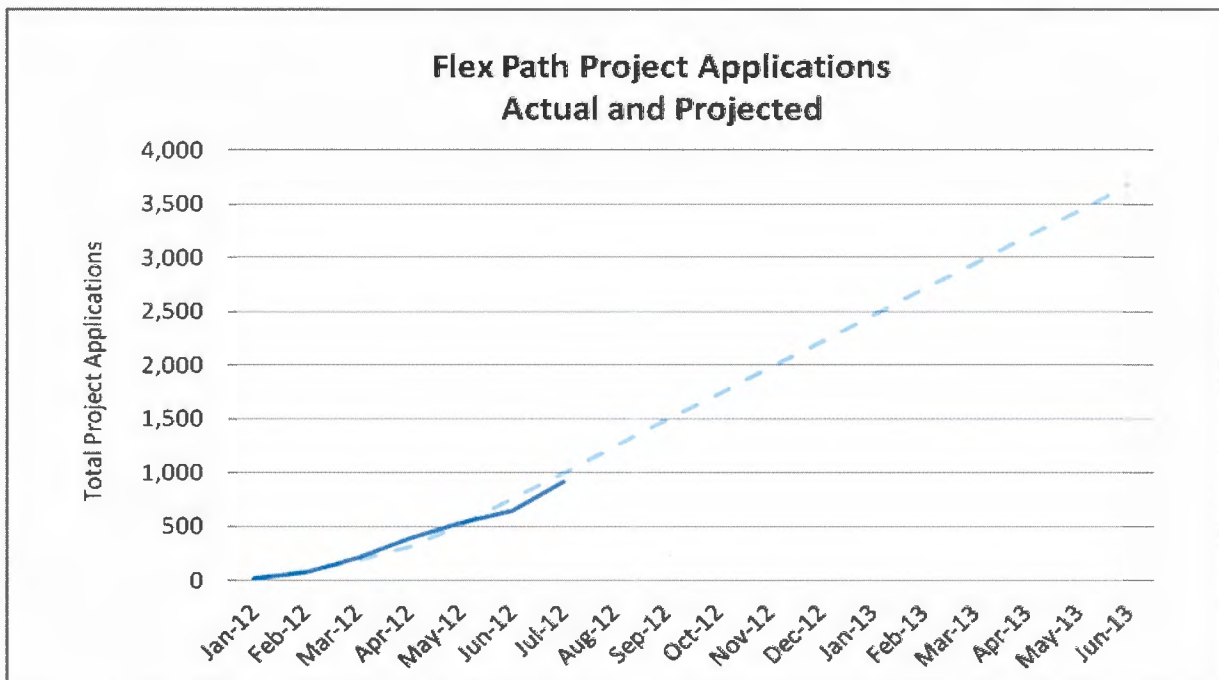


THIS GRAPH SHOWS MONTHLY SUBMITTALS OF BASIC, ADVANCED, AND FLEXPATH PROJECT APPLICATIONS WITHIN LA COUNTY. THE MONTH OF JULY SHOWS A CONTINUED INCREASE IN PROJECT SUBMITTALS.

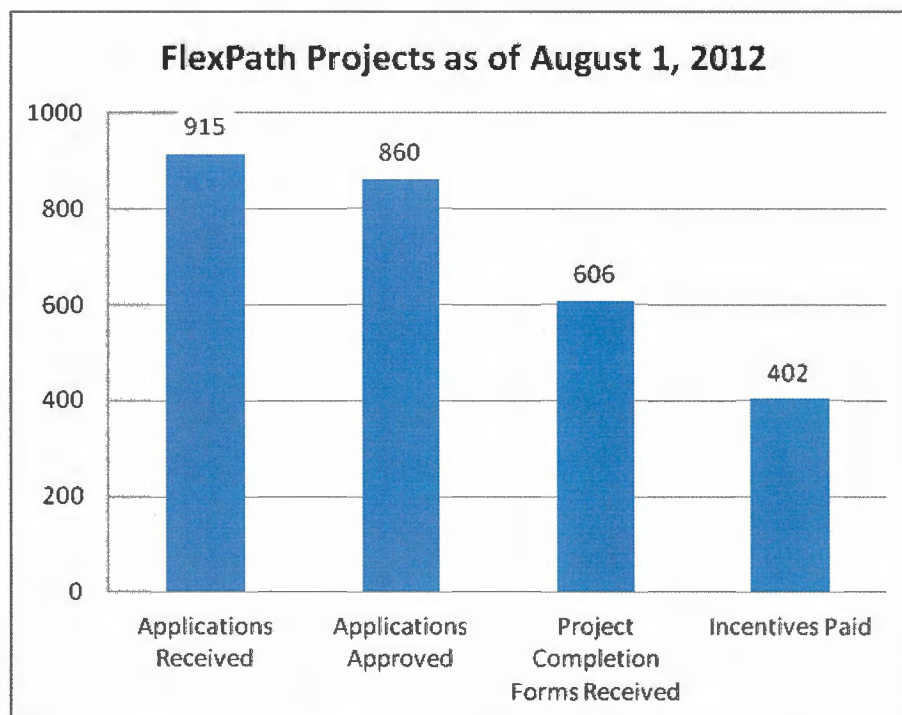


THIS GRAPH SHOWS A CUMULATIVE TOTAL OF ALL BASIC AND ADVANCED PATH PROJECT APPLICATIONS THAT WERE SUBMITTED UNDER THE SCE/SCG PROGRAMS (NOT INCLUDING FLEXPATH). THE MONTH OF JULY SHOWS A STRONG UPWARD TURN, WITH 112 NEW PROJECT APPLICATIONS.

## Monthly EUCLA Graphics/Narrative – Through August 1, 2012



THIS GRAPH IS A REPORT OF CUMULATIVE FLEXPATH PROJECT APPLICATIONS SUBMITTED THROUGH THE END OF JULY. THE FLEXPATH PROGRAM EXPERIENCED ITS GREATEST ONE MONTH INCREASE IN THE MONTH OF JULY, WITH 262 NEW PROJECT APPLICATIONS SUBMITTED.



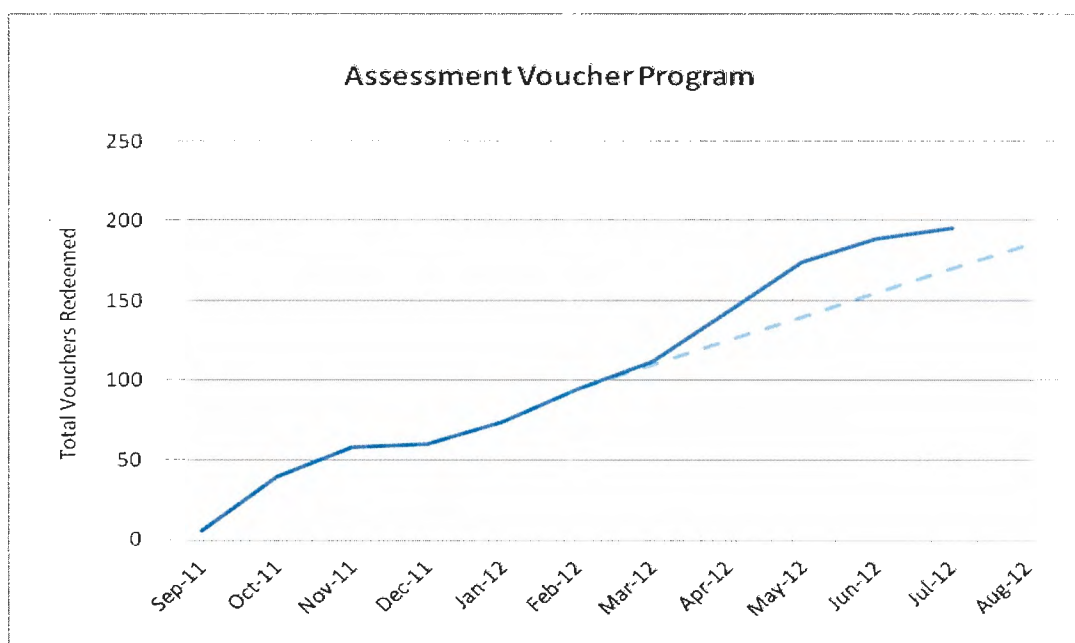
THE GRAPH ABOVE SHOWS CUMULATIVE TOTALS FOR THE FLEXPATH PROGRAM THROUGH THE END OF JULY.

## Monthly EUCLA Graphics/Narrative – Through August 1, 2012

Breakdown of Upgrade Projects and Cost/Savings (July 2012)				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 42% of Projects	682	28%	\$12,651	\$5,134
Basic - 2% of Projects	34	10%	\$4,329	\$2,000
Flex - 56%	915	16.7%	\$5,298	\$1,500*

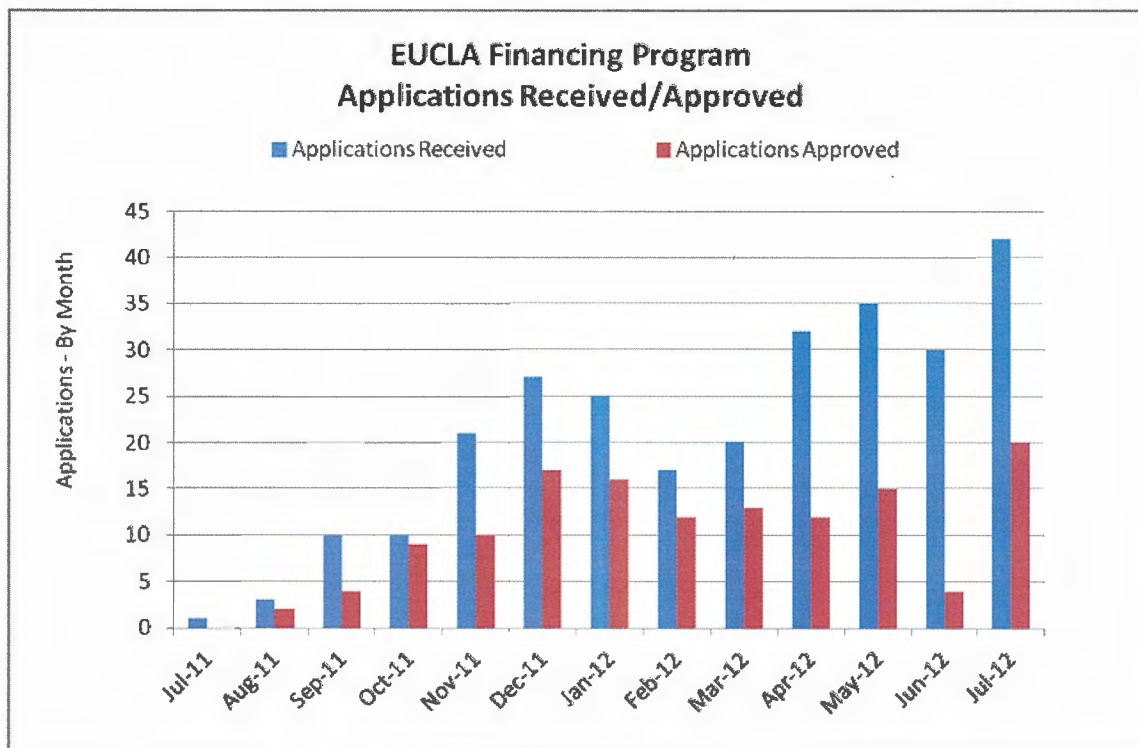
*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*

THE TABLE ABOVE SHOWS THE BREAKDOWN OF PROJECT TYPES (CUMULATIVE TOTALS) WITHIN LOS ANGELES COUNTY, ALONG WITH AVERAGE ENERGY SAVINGS ACHIEVED, AVERAGE COST OF THE RETROFIT PROJECTS, AND THE AVERAGE REBATE AMOUNTS RECEIVED BY HOMEOWNERS FOR THEIR PROJECTS.

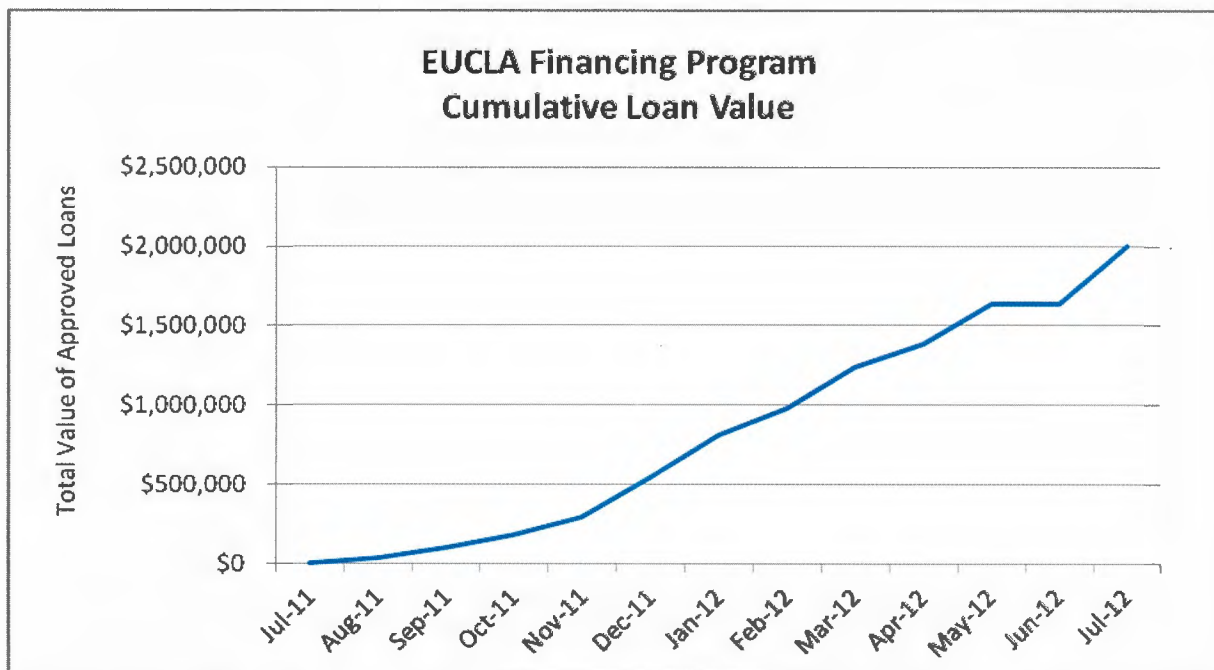


THIS CHART SHOWS A CUMULATIVE TOTAL OF ASSESSMENT VOUCHERS, WHICH ARE USED TO MITIGATE THE INITIAL COST OF AN ENERGY EFFICIENCY ASSESSMENT FOR HOMEOWNERS. ALTHOUGH THE MONTH OF JULY SHOWS A LOWER NUMBER OF VOUCHERS BEING REDEEMED THAN IN RECENT MONTHS, THIS IS MOST LIKELY THE RESULT OF A LOWER NUMBER OF VOUCHERS BEING DISTRIBUTED AND THE PROGRAM DRAWING TO A CLOSE.

## Monthly EUCLA Graphics/Narrative – Through August 1, 2012



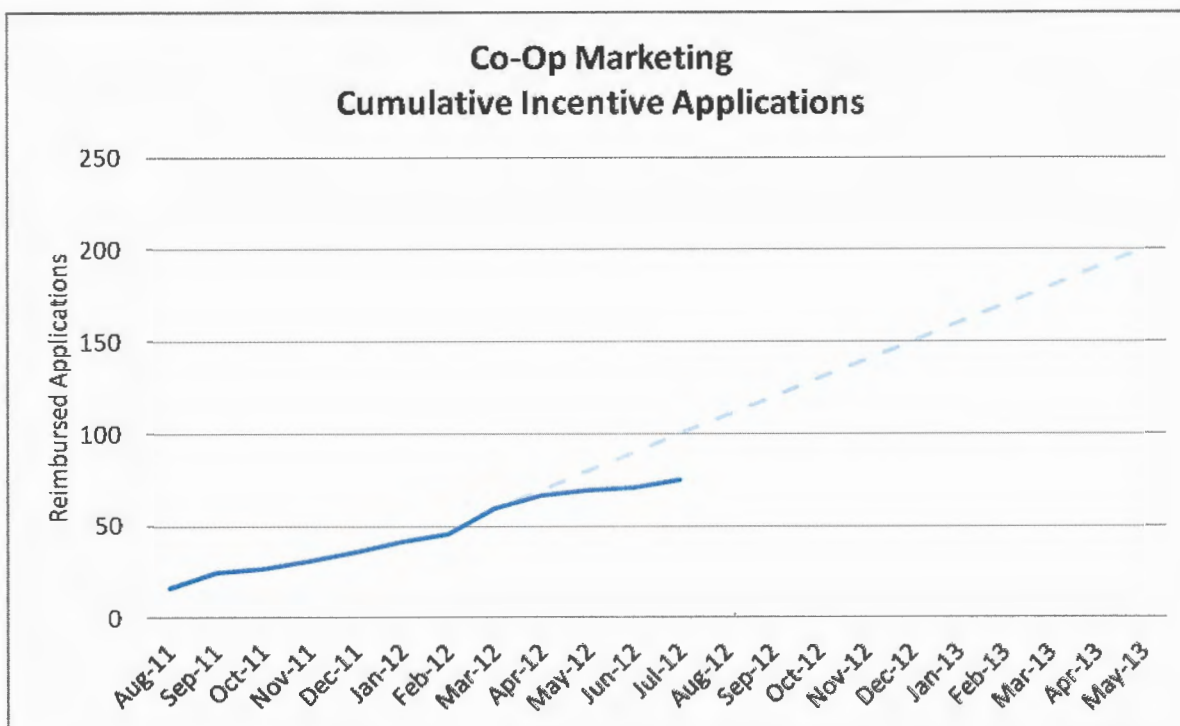
THIS CHART REPRESENTS THE NUMBER OF LOAN APPLICATIONS RECEIVED AND APPROVED WITHIN EACH MONTH AND SHOWS JULY 2012 AS HAVING THE HIGHEST NUMBERS SO FAR IN THE PROGRAM.



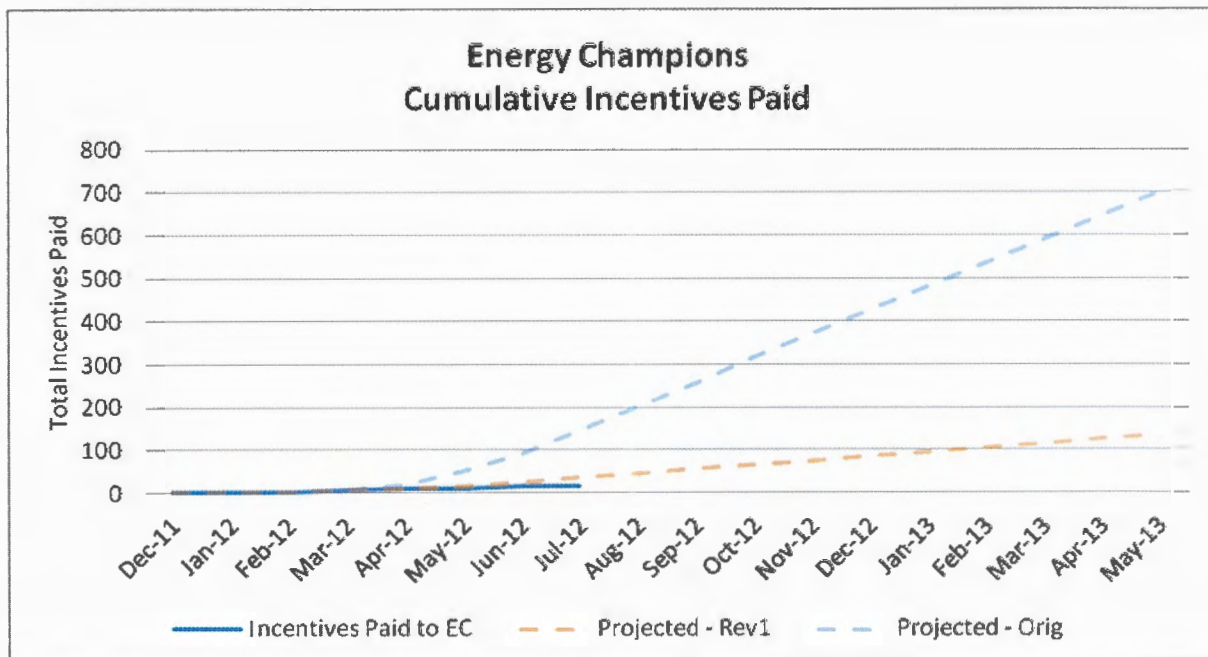
THIS CHART SHOWS THAT THE CUMULATIVE VALUE OF LOANS THAT ARE EITHER FUNDED OR PENDING HAS NOW REACHED \$2 MILLION.



## Monthly EUCLA Graphics/Narrative – Through August 1, 2012



THIS CHART SHOWS THAT CONTRACTOR CO-OP MARKETING APPLICATIONS ARE STILL BELOW PROJECTIONS, BUT THE PROGRAM CONTINUES TO RECEIVE APPLICATIONS FROM CONTRACTORS.



ENERGY CHAMPIONS HAVE SUBMITTED A TOTAL OF 84 PROJECT APPLICATIONS. HOWEVER, INCENTIVES ARE NOT PAID OUT UNTIL THE PROJECTS HAVE BEEN COMPLETED AND VERIFIED. THERE WERE NO NEW INCENTIVES PAID DURING THE MONTH OF JULY.

*(Revisions have been made to this program, and this chart has been revised to reflect an adjusted projection for total projects).*

Monthly EUCLA Graphics/Narrative – Through August 1, 2012

**Major activities for the month of July, 2012**

1. FlexPath has now received 915 total project applications as of July 31, 2012. With more than 250 new applications submitted, the month of July represented the largest increase in project submittals to date.
2. Basic and Advanced Path projects within the municipal utility service territories increased in the month of July, because of SCG's Summer Special which has temporarily increased incentive values in these areas to be comparable to those in the joint service territory.
3. A total of 34 projects have been submitted in the HVAC contractor pilot program, 16 of which were during the month of July.
4. The County has applied for an extension of the Energy Efficiency and Conservation Block Grant (EECBG) that currently funds the Basic, Advanced, and FlexPath incentives. If received, the extension would allow the County to continue to provide these incentives using EECBG funds until they are exhausted. If the extension is denied, the County will transfer remaining incentive funds into a credit enhancement to support the on-going homeowner financing program.



TOM TINDALL  
Director

# County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

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September 13, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall *Tom Tindall*  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the seventh status report on the EUCLA program, updated through August 2012.

In accordance with your Board's instructions, Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. Additional graphics and narratives show goals and monthly benchmarks to measure progress as well as program changes, lessons learned, and program revisions to increase program participation and/or reallocate resources.

The month of August provided the largest single-month increase of Advanced/Basic path project applications since the beginning of the program (103 new project applications). This is particularly significant in that it is attributed to municipal utility territories only. Southern California Edison provided no project reporting for the month of August, due to implementation of a new project data tracking and reporting program, which is not yet fully functional. Had SCE reported on their project applications for the month, this number of new projects would have been much larger.

FlexPath project applications continue to meet or surpass expectations as well.

ISD continues to work closely with grantor agencies, the energy contractor community, finance professionals, and the project team to design initiatives to increase program participation. EUCLA will continue to adapt as the energy efficiency market develops.

If you have any questions, please contact me at 323-267-2101.

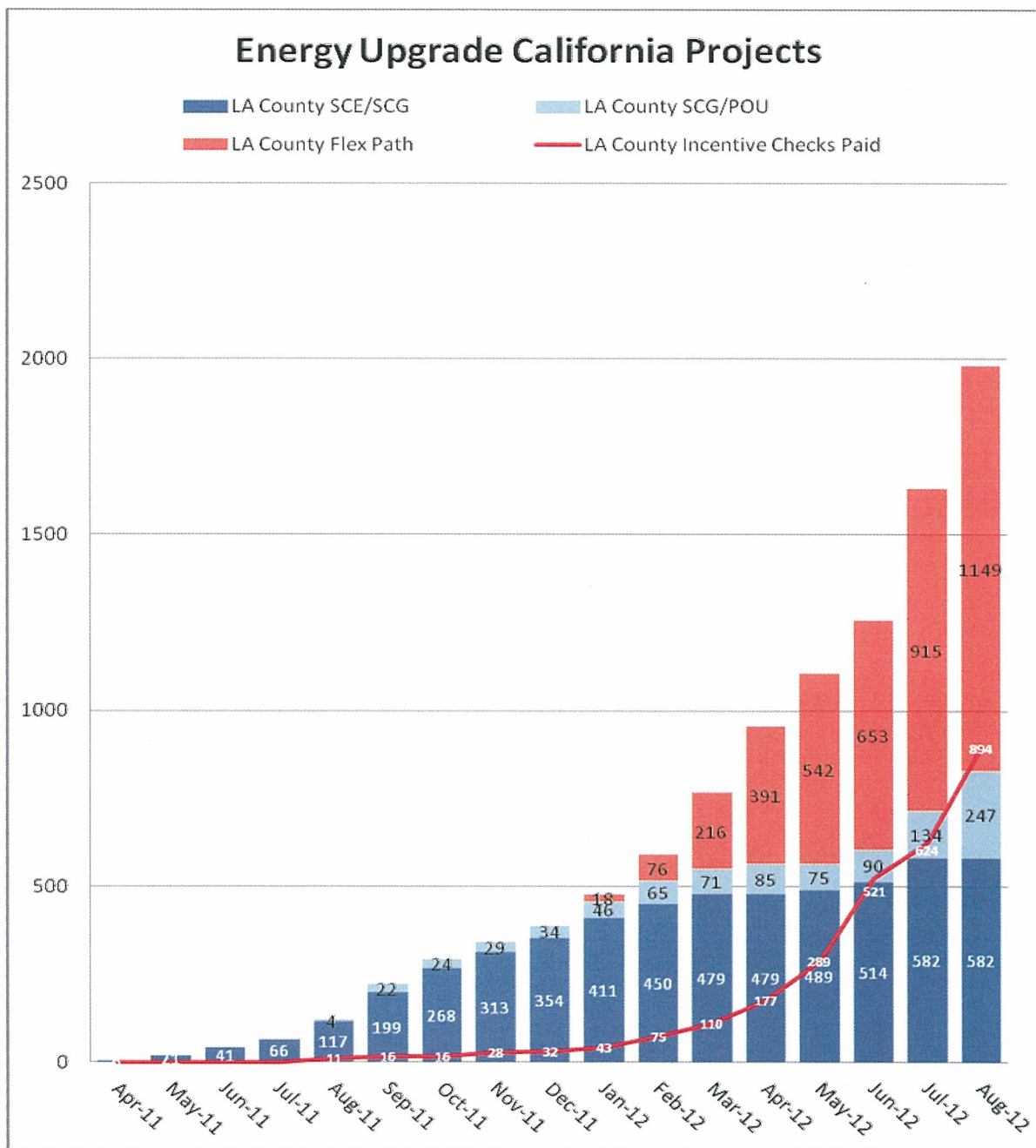
TT:JJ:HC:TW

c: ISD Board deputies  
Chief Executive Officer  
Executive Officer, Board of Supervisors  
Deputy CEO

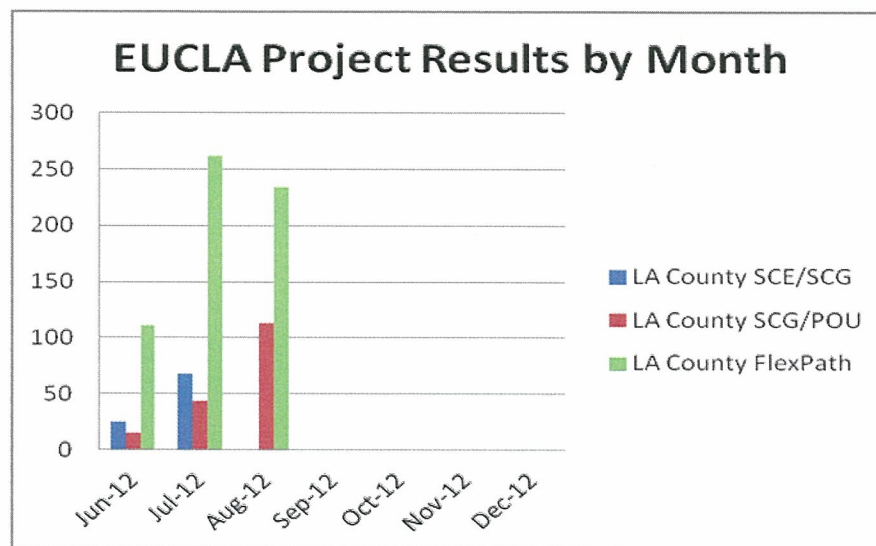


## Monthly EUCLA Graphics/Narrative – Through September 1, 2012

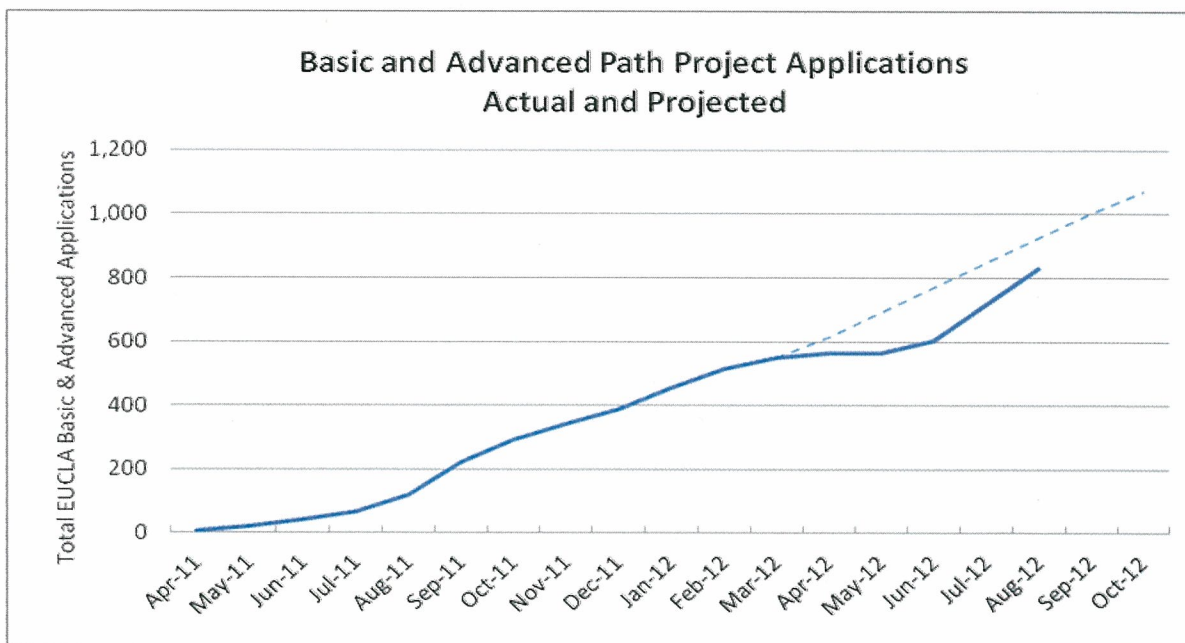
The following are status charts and supporting narrative, summarizing significant program accomplishments for the month of August for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. August results show the largest single-month increase of Advanced/Basic path projects since the beginning of the program (103 new project applications). This is specifically in the SCG/POU territories, which is most likely attributable to SCG offering an increased summer rebate in the POU areas. The SCE number is static due to no reporting data being released by SCE. They have implemented a new project data tracking and reporting program, which is not yet fully functional.



## Monthly EUCLA Graphics/Narrative – Through September 1, 2012



This new graphic (above) was added to the report last month, and is a summary view of only the new project applications added in recent months. As noted previously, there was no report available for SCE projects this month, hence the lack of any blue bar for SCE results in the month of August. Below is the cumulative total of all Basic and Advanced path project applications that were submitted (Not including FlexPath). The month of August shows continued strong uptake with 113 new project applications. However, it should also be noted that this August number is made up of SCG/POU projects within non-SCE territories only, as there was no report available from SCE.

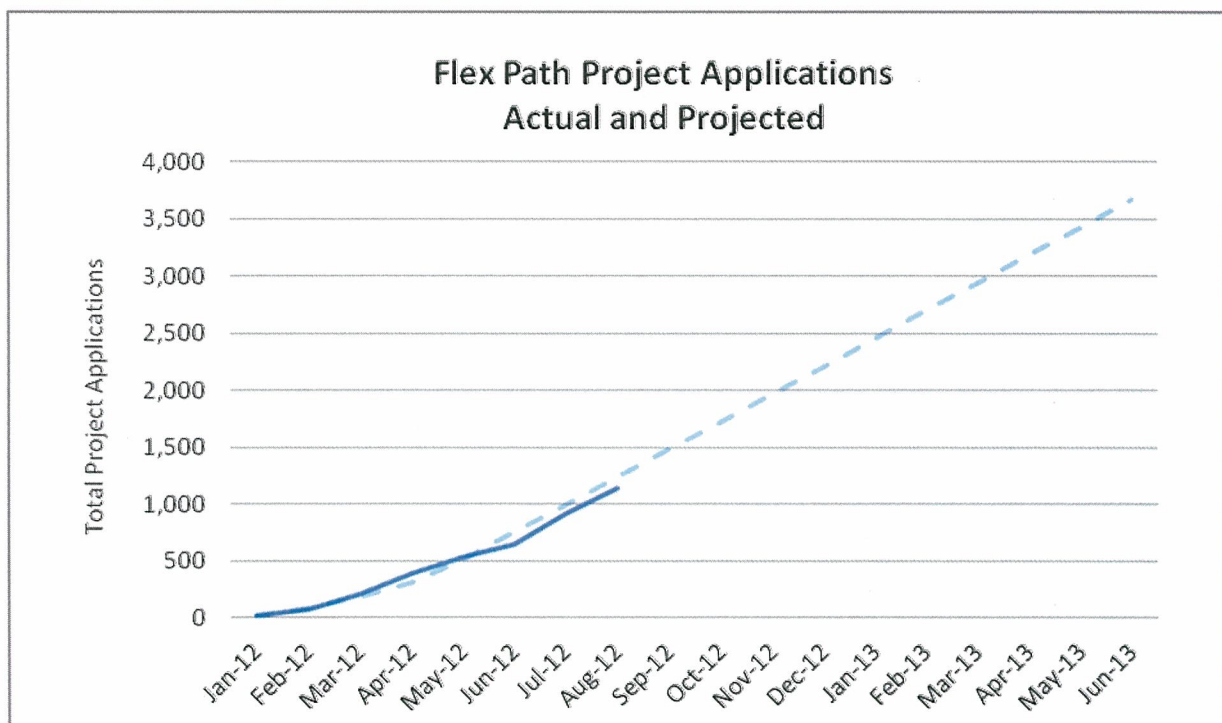


## Monthly EUCLA Graphics/Narrative – Through September 1, 2012

On August 29, EUCLA announced that the LA County matching incentive for Basic and Advanced path projects would be ending on September 28, 2012. This has been necessitated by the exhaustion of grant funds budgeted for these incentives. Notification was distributed through all possible means to inform both contractors and homeowners of this upcoming deadline for project applications. For homeowners who submit their LA County and utility project applications prior to the September 28 deadline, they will have until February 1, 2013 to complete construction and receive utility approval of their project. The following is the detailed description from the press release of August 29:

*“Owners of detached, single-family homes must submit a completed and date stamped LA County Incentive Application as well as a date stamped Utility Confirmation of Incentive Reservation on or before Friday, September 28 in order to qualify for up to \$4,000 in LA County incentives. To ensure that homeowners receive their matching LA County incentive funds, projects must be completed by no later than February 1, 2013 with a utility quality-control (QC) approval date stamped on or before February 1. LA County homeowners will still be able to qualify for up to \$4,000 in rebates from Southern California Edison and Southern California Gas Company for Basic and Advanced Path projects beyond September 28th.”*

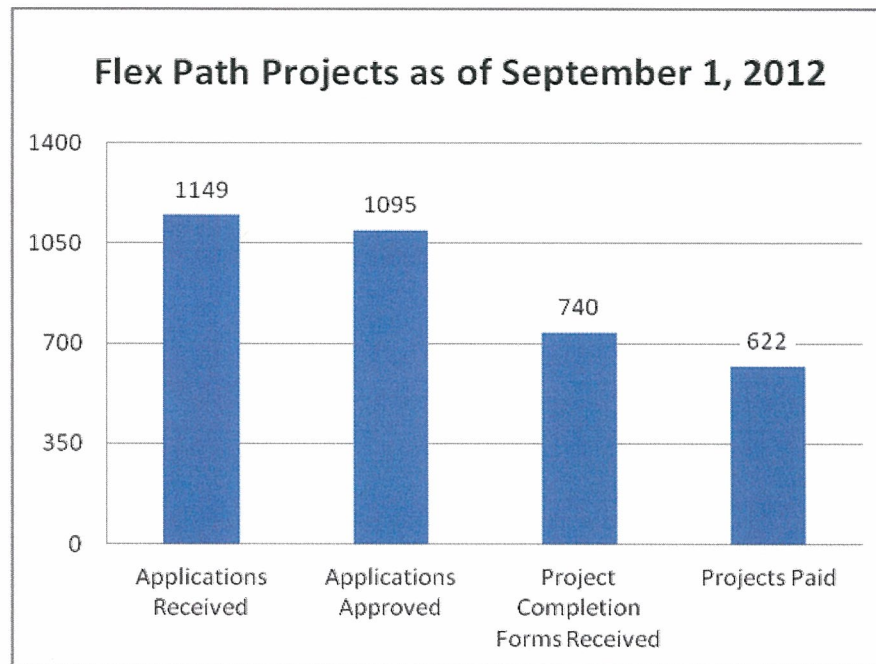
Funds are still available for County incentives in the FlexPath program, which continues to perform very well as shown in the graphic below. This represents cumulative FlexPath project applications submitted through the end of August. The program maintains rapid growth this month, with 234 new project applications submitted.





### Monthly EUCLA Graphics/Narrative – Through September 1, 2012

The following chart delineates results for specific milestones in the FlexPath project processing. A total of 1149 project applications had been received as of August 31, and 1095 had been approved to proceed with construction. 740 projects have been completed and 622 homeowners have received their County incentive payment.



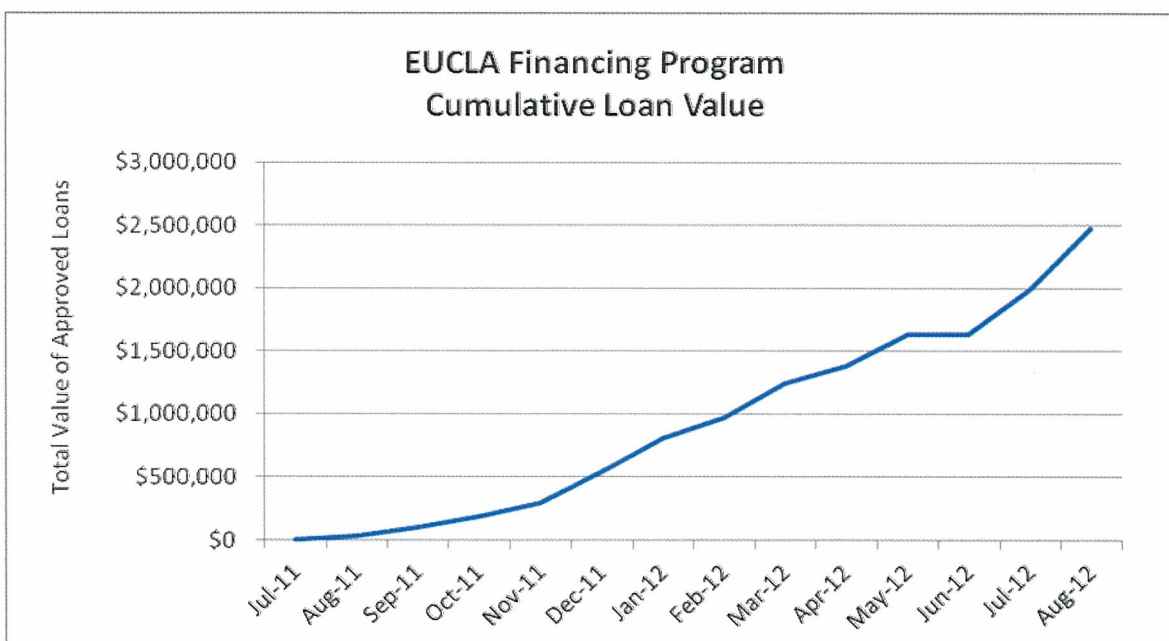
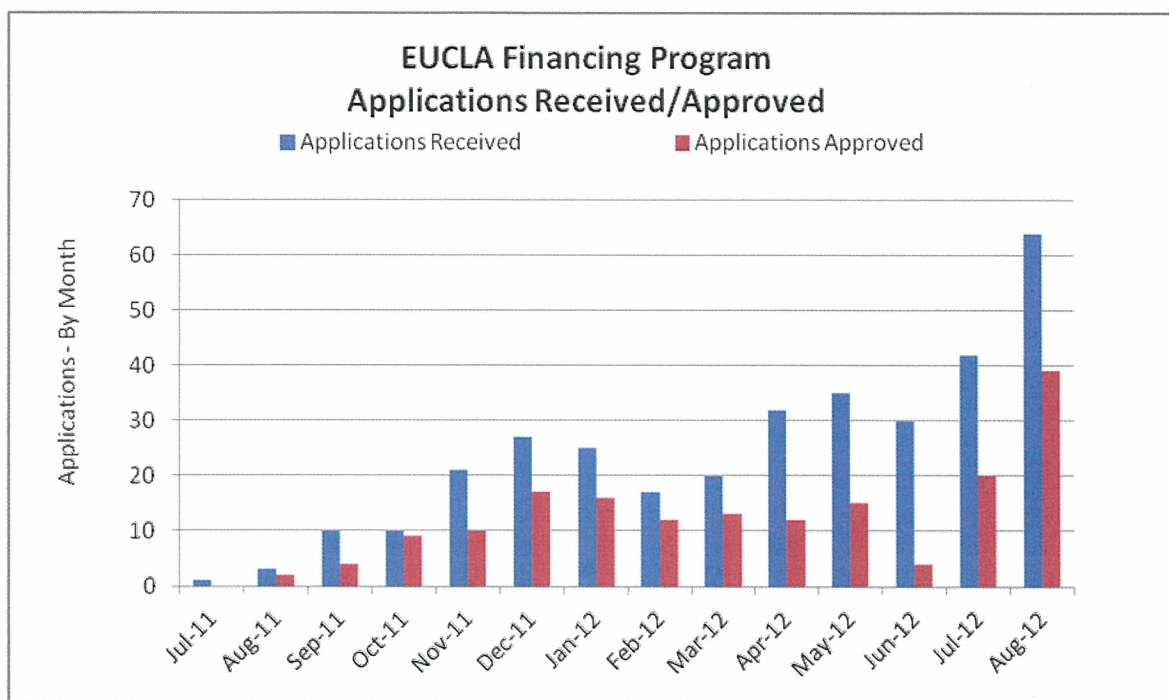
The next table (below) is a breakdown of all project applications submitted within the Los Angeles County portion of the Energy Upgrade California program, by project type (cumulative totals), along with average energy savings achieved, average cost of the retrofit projects, and the average rebate amounts received by homeowners. Unfortunately, there was no report available for the month of August from SCE, so the totals for Advanced and Basic projects are skewed slightly by having data for this month from SCG only.

Breakdown of Upgrade Projects and Cost/Savings (August 2012)				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 40% of Projects	792	28%	\$12,651	\$5,134
Basic - 2% of Projects	37	10%	\$4,329	\$2,000
Flex - 58%	1149	16.7%	\$5,448	\$1,500*

*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*

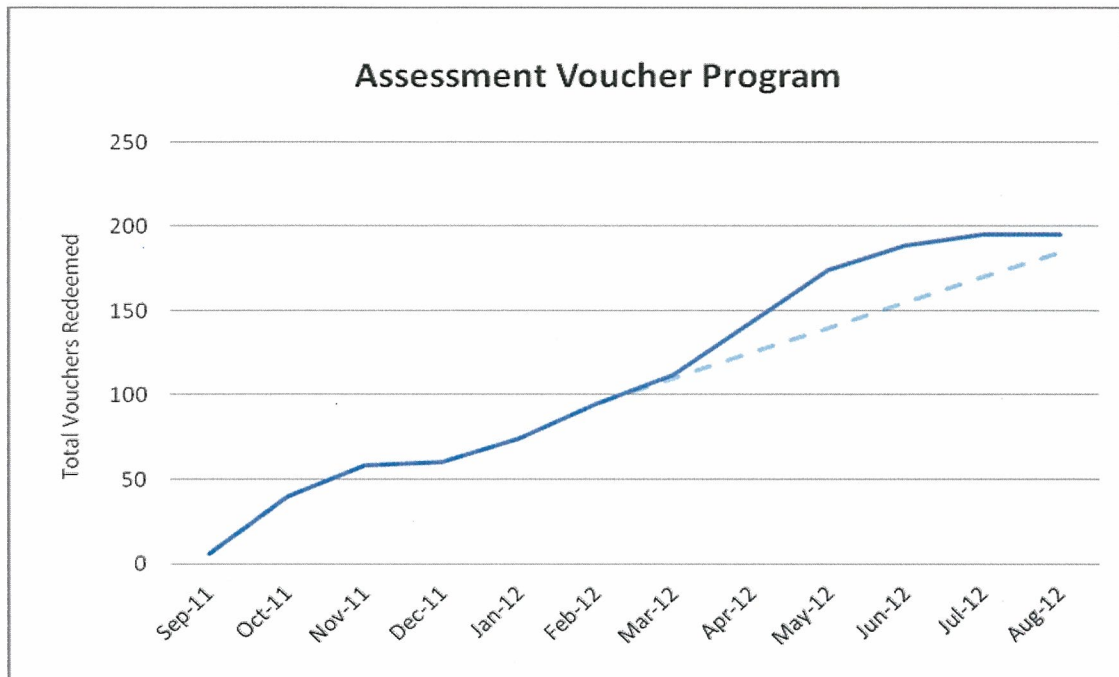


## Monthly EUCLA Graphics/Narrative – Through September 1, 2012

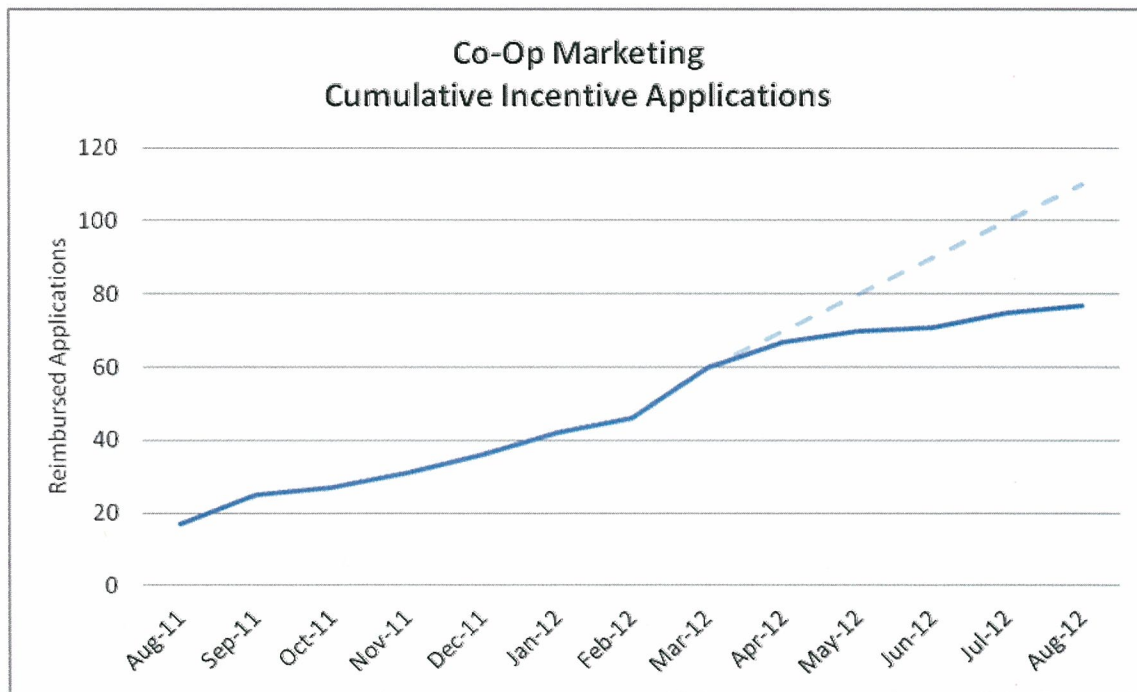


As evidenced in the financing program charts above, August has been the most productive month in the program to date. 64 applications were submitted by homeowners, and 39 were approved and funded. Our total program funded loan amount has now reached \$2.5 million. A great deal of the additional activity is for financing FlexPath projects. In many cases homeowners are performing additional efficiency upgrades to achieve higher energy savings, and in turn, applying for two or more FlexPath project incentives (based on the point value of the measures chosen).

## Monthly EUCLA Graphics/Narrative – Through September 1, 2012



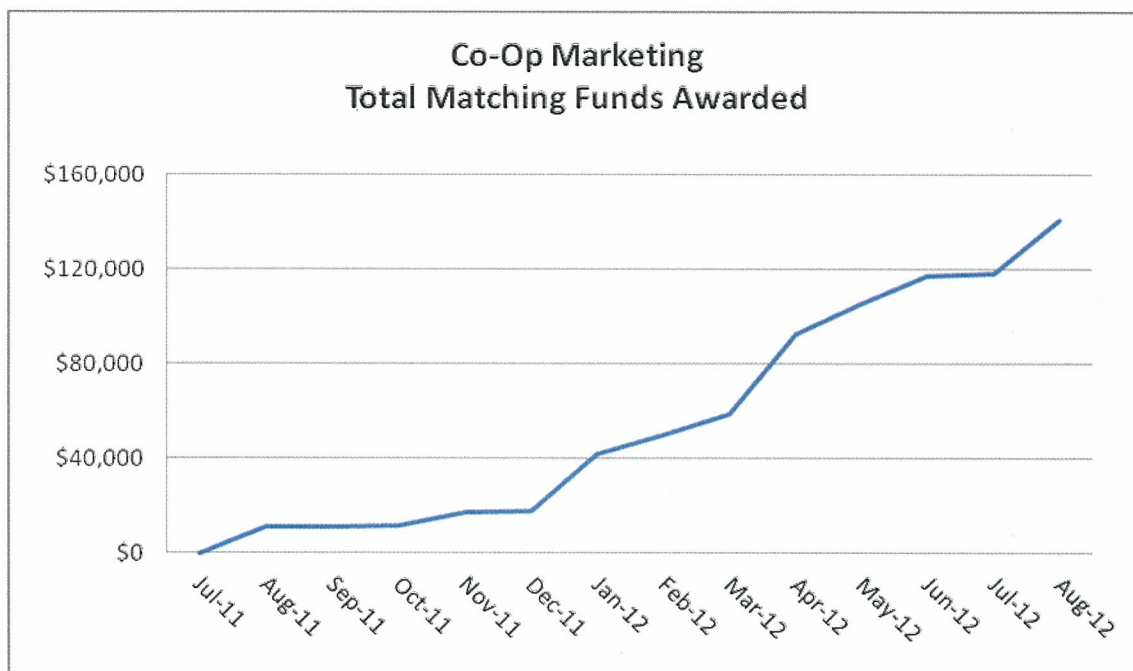
The graphic above shows a cumulative total of assessment vouchers, which have been redeemed by homeowners to mitigate the initial cost of an energy efficiency assessment. Although the month of August shows no vouchers being redeemed, this was anticipated as voucher distribution ended some months ago and the program is drawing to a close. These results clearly demonstrate that the voucher program has been a success.



### Monthly EUCLA Graphics/Narrative – Through September 1, 2012

The Co-Op Marketing chart on the previous page would appear to show that Contractor Co-Op Marketing applications are well below projections, but there are many factors that contribute to this “leveling-off” effect. There is a finite pool of approximately 90 approved contractors that may make use of this program, and a smaller number of those are actively performing retrofit projects in the EUCLA program. August is also the month in which it was announced that the LA County incentive match for Advanced/Basic projects would be ending in September. Following that announcement, most contractors will probably not invest in many advertising materials, especially those that reference incentives.

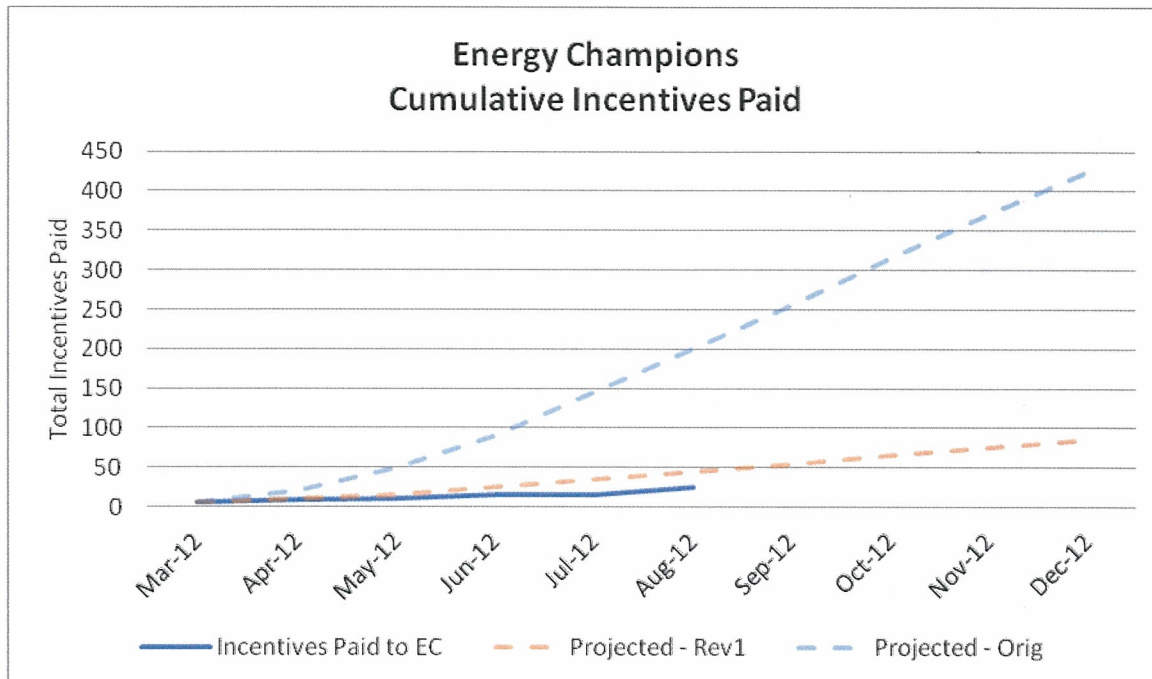
To provide a more complete context for the Co-Op Marketing program, the following graphic represents the total matching funds awarded to date. This demonstrates that although the number of unique applications for matching incentives has leveled off, the overall funds usage has been relatively consistent over the past 8 months.



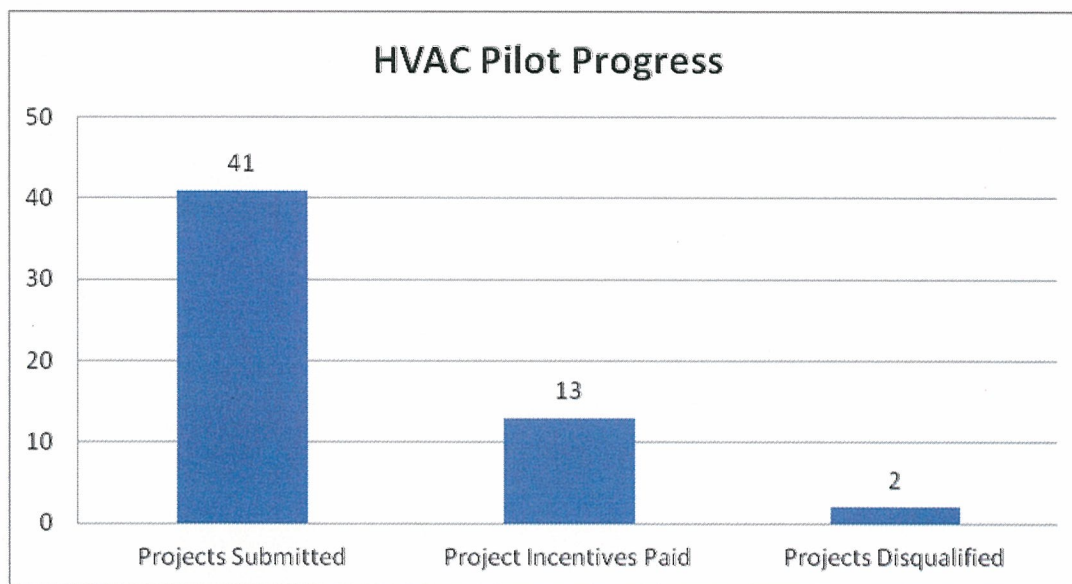
The Energy Champions program got off to a slow start, and experienced various setbacks along the way, but the month of August has been very productive. Energy Champions have now submitted a total of 134 project applications, 50 in the month of August alone, the highest number ever in a single month. Although there were only a total of 10 incentive payments issued during August, there were a large number of project completion forms submitted for approval, which should provide a significant increase in paid incentives for the month of September. (See chart on Page 8)



## Monthly EUCLA Graphics/Narrative – Through September 1, 2012



*(Revisions have been made to the Energy Champions program, and this chart has been revised to reflect an adjusted projection for total projects).*



For this month we are including a graphic for the HVAC contractor pilot program, which launched in May. This program provides training and incentives to encourage existing HVAC contractors to expand their business to include whole-house energy efficiency retrofit work. A total of 41 projects have been submitted for approval in the HVAC contractor pilot program, 7 in the month of August.



## Monthly EUCLA Graphics/Narrative – Through September 1, 2012

**Multifamily Pilot** - The Multifamily program has a total of eleven active, approved projects, consisting of 914 total residential units that are now in various stages of planning/design for recommended efficiency measures, or in some cases, currently undergoing retrofits. This level of participation potentially represents being fully subscribed for the available incentive budget of \$950,000, based on an assumed energy savings level for each project. As the projects complete the construction phase, and final energy savings are determined, the actual incentive amounts will likely be somewhat less than budgeted. This will likely leave some unspent incentive funds to allow additional multifamily projects; or if there is insufficient time to complete additional multifamily projects, these funds can be used for FlexPath project incentives.



TOM TINDALL  
Director

County of Los Angeles  
**INTERNAL SERVICES DEPARTMENT**

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October 15, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the eighth status report on the EUCLA program, updated through September 2012.

In accordance with your Board's instructions, Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. Additional graphics and narratives show goals and monthly benchmarks to measure progress as well as program changes, lessons learned, and program revisions to increase program participation and/or reallocate resources.

In August, Los Angeles County announced the end of the matching EUC incentives and provided a 30 day period for final submittals. The program officially closed to new applicants on September 28, 2012, causing a sharp increase of submittals prior to that date. As is evidenced in the charts attached, August and September had large increases in projects submittals under the matching EUCLA Basic/Advanced path incentives. This fact, in addition to the difficulty in projecting the exact incentive amount applied to each project, necessitated the closure of this program because available funds were nearly exhausted. As projects continue to complete construction, ISD will finalize a count of matching incentives and the total budget needed to cover these projects.

On October 9, 2012, the County announced an end date for the FlexPath program and provided procedures for submittal of projects. The budget allocated for FlexPath was intended to supply incentives to 1500 projects and the budget has since been increased to allow for a total of 1650 projects. The success of the FlexPath program, as shown in the attached charts, led to an earlier-than-expected expenditure of the program budget and required the program to close to new applicants.

As described in previous reports to your Board, ISD has been actively working with the utilities and the California Public Utilities Commission (PUC) to continue successful, ARRA-originated programs. On October 9, 2012, the PUC issued its draft Decision Approving 2013-2014 Energy Efficiency Programs and Budgets. In the draft Decision, funding was approved for Los Angeles County to continue its role in a variety of programs including: Flex Path, EUCLA marketing and outreach, workforce



Each Supervisor  
October 15, 2012  
Page 3

development, and financing. If the draft Decision is approved (likely time frame of December 2012 or January 2013) as is, ISD will brief your Board deputies and seek approval to accept the funds. It is important that the CPUC recognized the County's leadership in its draft Decision and we look forward to continuing these programs in early 2013.

Given this significant milestone, ISD proposes to provide your Board with a final report on EUCLA program accomplishments in December 2012. We will continue regular reporting of these programs under CPUC funding to your Board on a quarterly basis.

If you have any questions, please contact me at 323-267-2101.

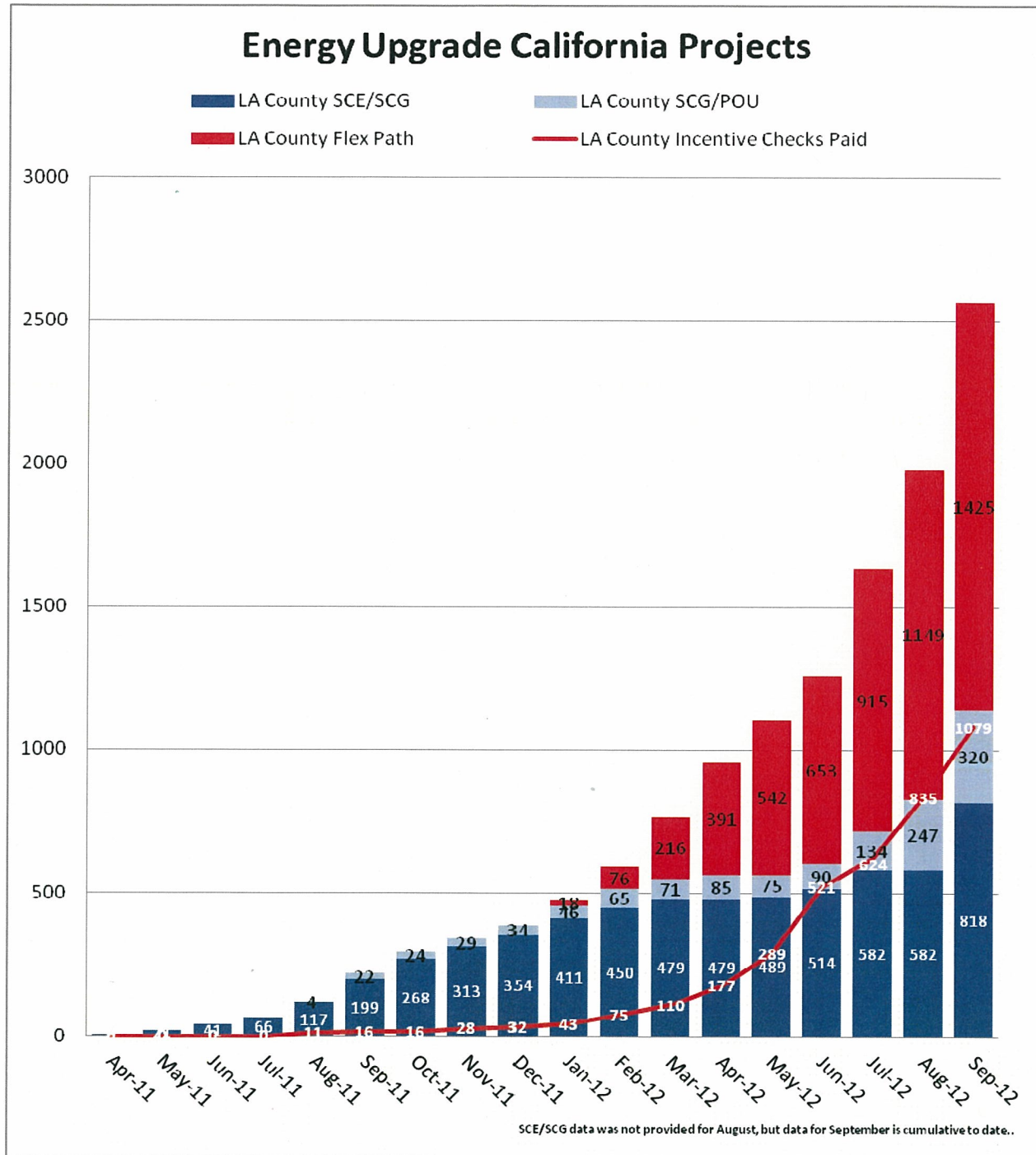
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c: ISD Board deputies  
Chief Executive Officer  
Executive Officer, Board of Supervisors  
Deputy CEO



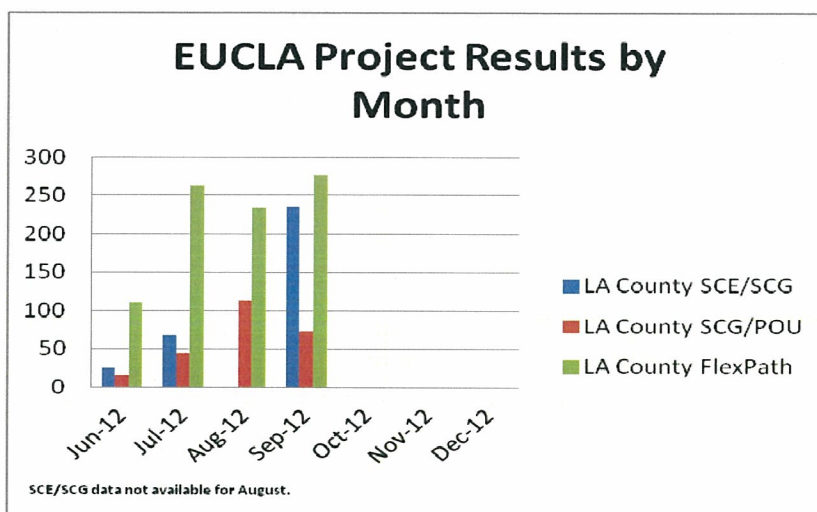
## Monthly EUCLA Graphics/Narrative – Through October 1, 2012

The following are status charts and supporting narrative, summarizing significant program accomplishments for the month of September for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Although last month's report didn't include data from SCE, the September figure below is cumulative to date and includes both projects submitted in August and September.

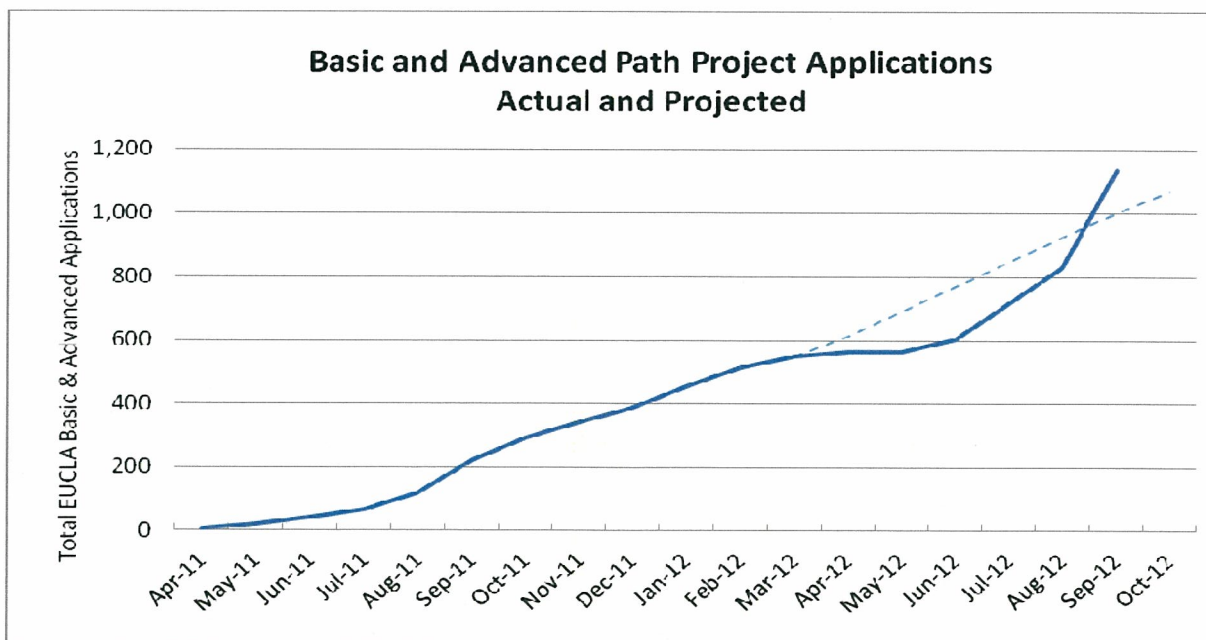


### Monthly EUCLA Graphics/Narrative – Through October 1, 2012

On August 29, EUCLA announced that the LA County matching incentive for Basic and Advanced path projects would be ending on September 28, 2012. This announcement was necessitated by the pending exhaustion of grant funds budgeted for these incentives. Notification was distributed through all possible means to inform both contractors and homeowners of this upcoming deadline for project submittals. The graphic below summarizes new projects submitted in recent months. As SCE data wasn't available in August, the large jump in September's numbers can be attributed to projects submitted both in August and September. Additionally, the announcement of the ending of LA County matching incentives caused an increase in project submittals.

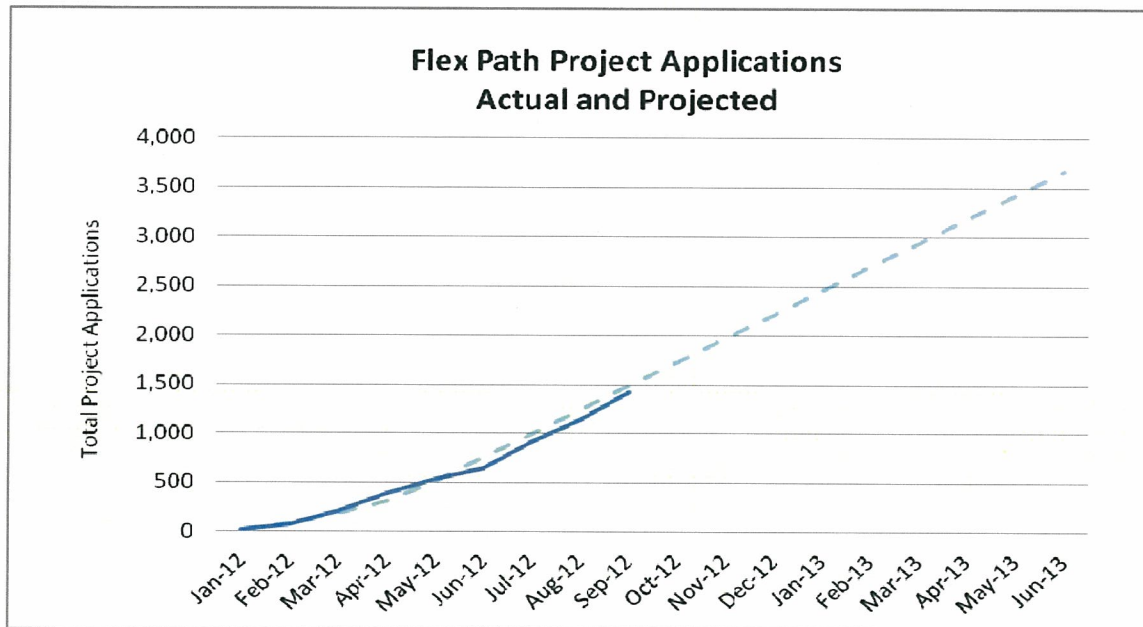


Below is the cumulative total of all Basic and Advanced path project applications that have been submitted to date (not including FlexPath).

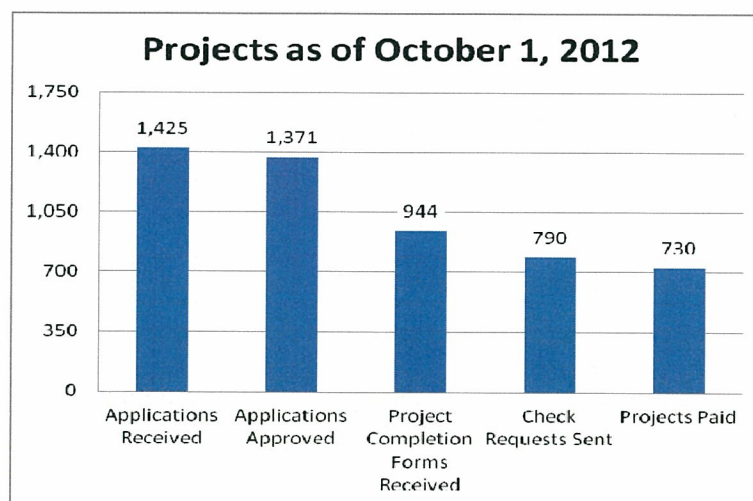


### Monthly EUCLA Graphics/Narrative – Through October 1, 2012

On October 9, EUCLA announced that the FlexPath program would close to new applications on October 19, 2012. Because of the overwhelming success of FlexPath and the limited budget allocated to fund incentives, the program has been forced to temporarily shut down and will likely resume taking applications early next year utilizing PUC funding allocated for FlexPath implementation. The chart below represents cumulative FlexPath project applications submitted through the end of August. September results show the largest single-month increase of FlexPath projects since the beginning of the program (276 new project applications).



The following chart shows project numbers for specific milestones in the FlexPath project process.





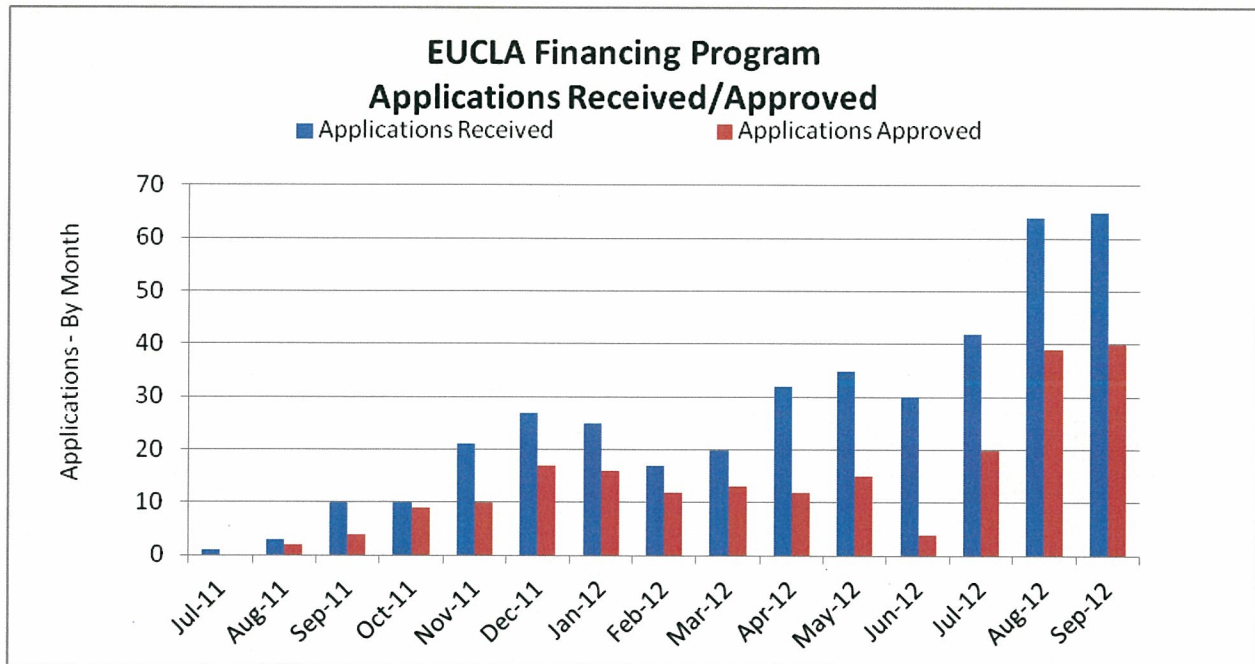
### Monthly EUCLA Graphics/Narrative – Through October 1, 2012

The next table is a breakdown of all EUC project applications submitted within the Los Angeles County, by project type (cumulative totals), along with average energy savings achieved, average cost of the retrofit projects, and the average rebate amounts received by homeowners.

Breakdown of Upgrade Projects and Cost/Savings (August 2012)				
Project Breakdown - LA County	Number of Projects	Average Energy Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced - 43% of Projects	1100	28%	\$12,651	\$5,134
Basic - 1.5% of Projects	38	10%	\$4,329	\$2,000
Flex - 55.5%	1425	16.7%	\$5,672	\$1,500*

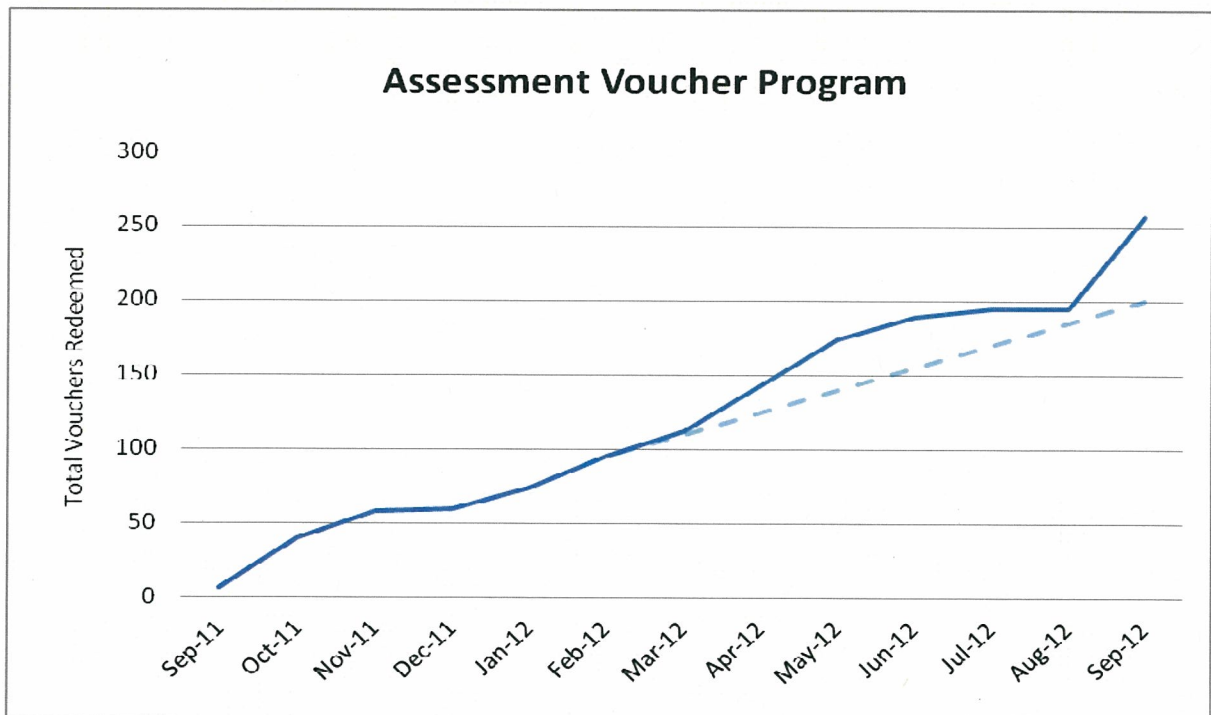
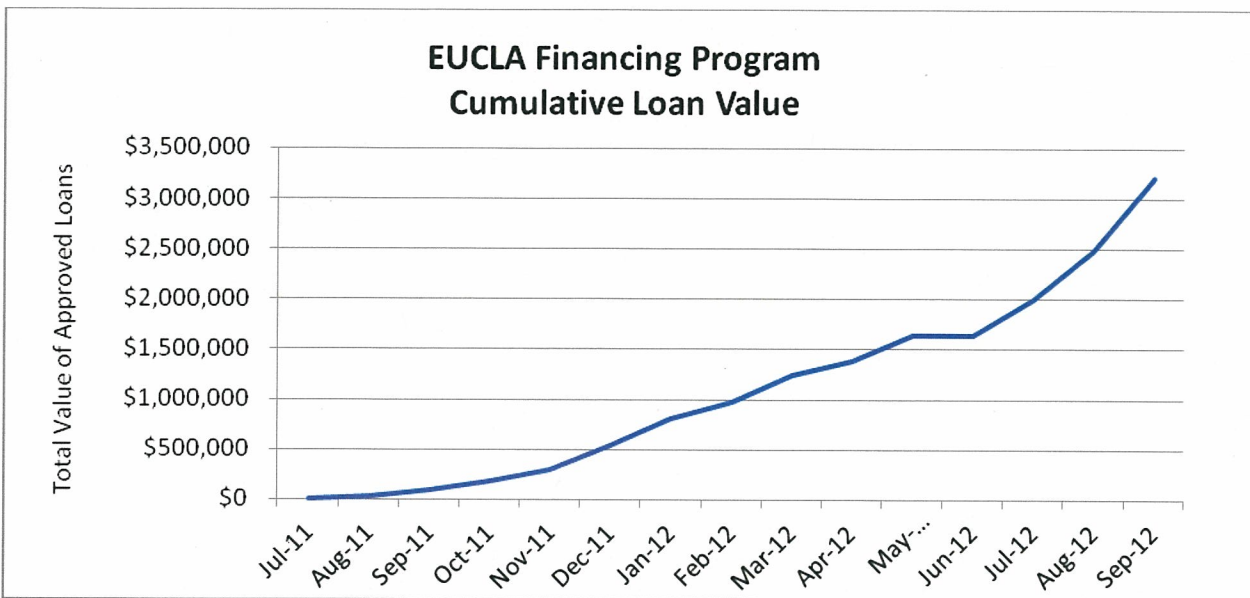
*\*This incentive is paid by LA County only. Some Utility single measure rebates may be added.*

As evidenced in the financing program charts below, September submittal and approval figures were very close, but slightly higher than those of August. LA County homeowners submitted 65 applications and 39 applications were approved. The total program funded loan amount has now topped \$3 million.



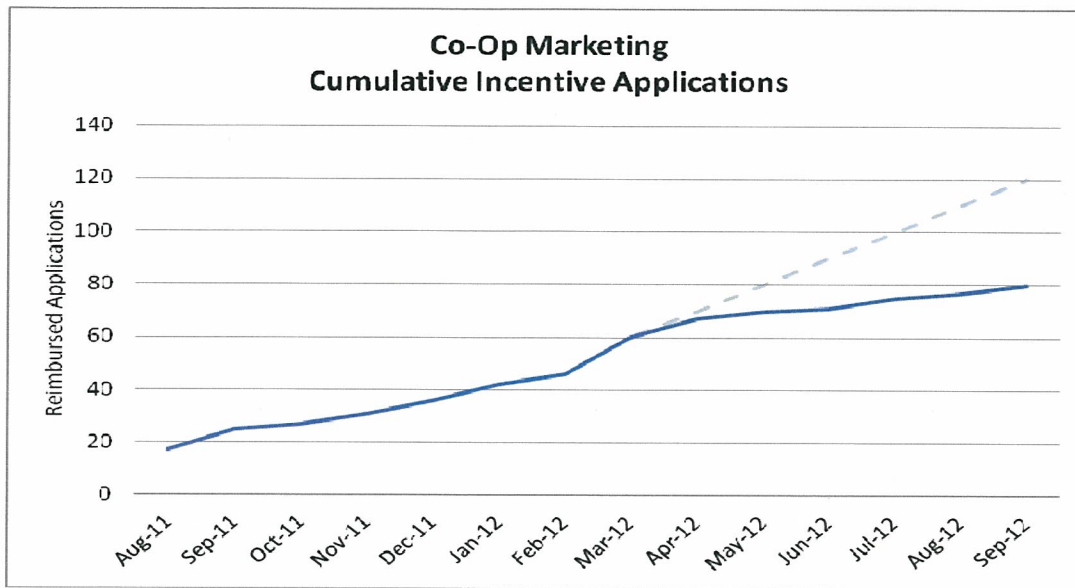


## Monthly EUCLA Graphics/Narrative – Through October 1, 2012



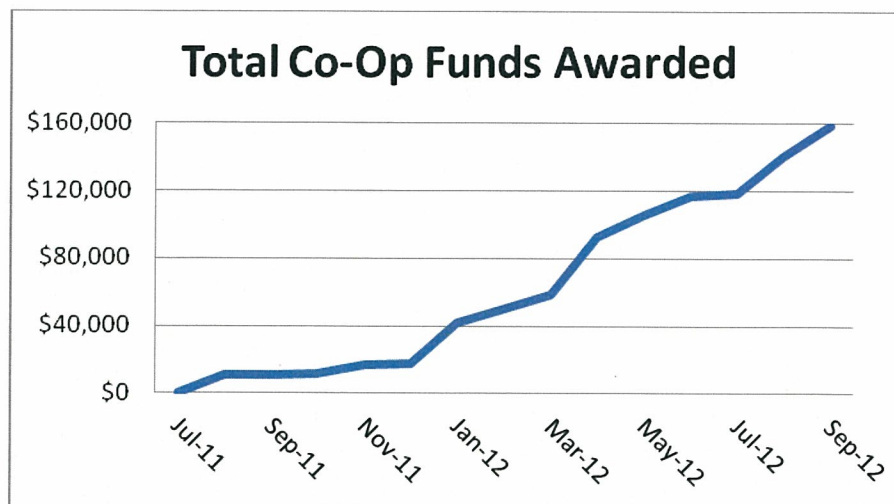
The graphic above shows a cumulative total of assessment vouchers, which have been redeemed by homeowners to mitigate the initial cost of an energy efficiency assessment. In the month of September 62 assessment vouchers were submitted.

## Monthly EUCLA Graphics/Narrative – Through October 1, 2012



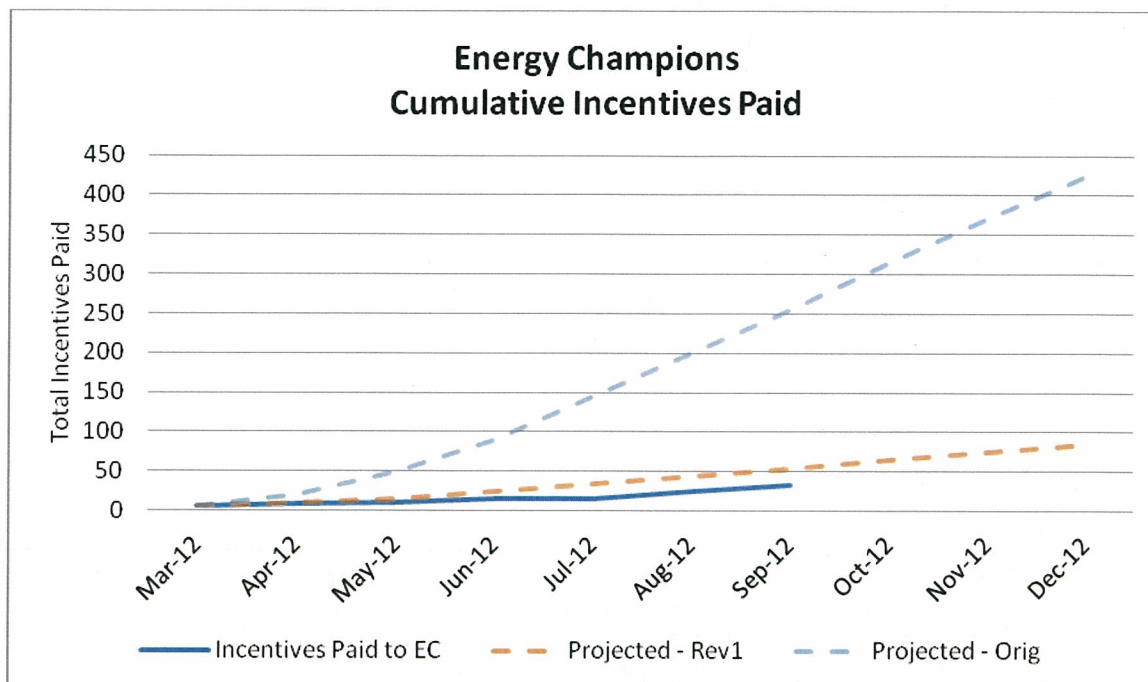
The Co-Op Marketing chart above would appear to show that Contractor Co-Op Marketing applications are well below projections, but there are many factors that contribute to this “leveling-off” effect. There is a finite pool of approximately 90 approved contractors that are able to utilize this program, and a smaller number of those are actively performing retrofit projects under the EUCLA program. Following the recent announcement of the end of the LA County matching incentives, contractors have slowed their investments in marketing and outreach materials.

To provide a more complete context for the Co-Op Marketing program, the following graphic represents the total matching funds awarded to date. This demonstrates that although the number of unique applications for matching incentives has leveled off, the overall funds usage has continued to climb.

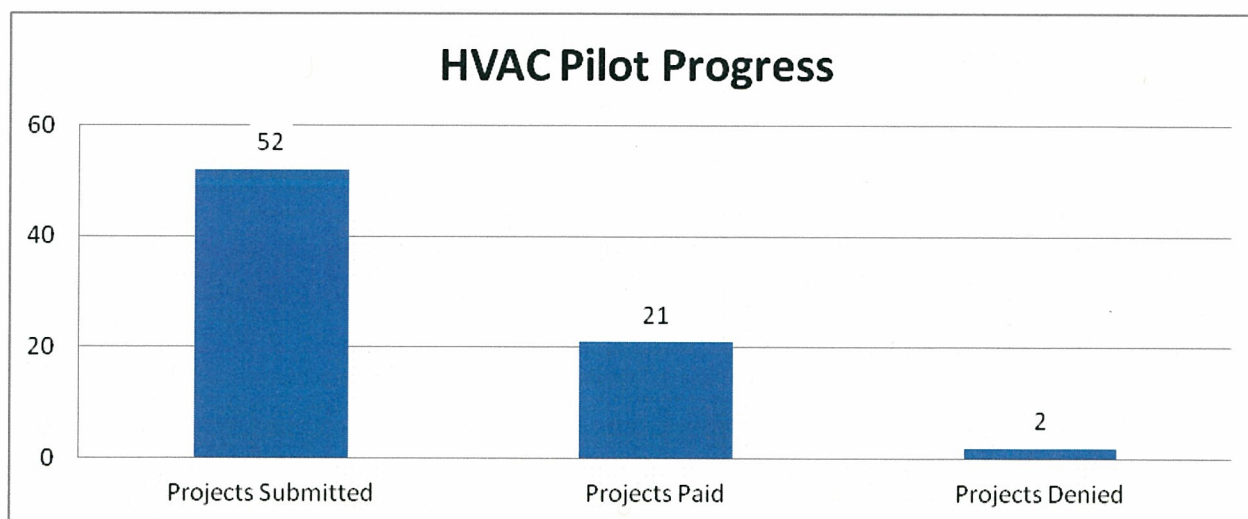


### Monthly EUCLA Graphics/Narrative – Through October 1, 2012

The Energy Champions program got off to a slow start, and experienced various setbacks, but the month of September was very productive. Energy Champions have now submitted a total of 172 project applications, 38 were submitted in the month of September.



*(Revisions have been made to the Energy Champions program, and this chart has been revised to reflect an adjusted projection for total projects).*



The HVAC pilot program provides training and incentives to encourage existing HVAC contractors to expand their business to include whole-house energy efficiency retrofit work. A total of 52 projects have been submitted for approval into the HVAC pilot program, 11 in the month of September.

Monthly EUCLA Graphics/Narrative – Through October 1, 2012

**Multifamily Pilot** - The Multifamily program has a total of 14 active projects, consisting of more than 1100 residential units, that are now in various stages of planning/design for recommended efficiency measures, or in some cases, currently undergoing retrofits. Current projections show that roughly 92% of available incentive budget of \$950,000 will be expended for incentives to these offset the cost of these projects.





TOM TINDALL  
Director

# County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

Telephone: (323) 267-2101  
FAX: (323) 264-7135

December 17, 2012

To: Supervisor Zev Yaroslavsky, Chair  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

A handwritten signature in dark ink, appearing to read "Tom Tindall", is written over the printed name.

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the eighth status report on the EUCLA program, updated through October 2012. Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. Additional graphics and narratives show goals and monthly benchmarks to measure progress as well as program changes, lessons learned, and program revisions to increase program participation and/or reallocate resources.

On October 9, 2012, the County announced an end date for the FlexPath program and provided procedures for submittal of projects. The budget allocated for FlexPath was intended to supply incentives to 1500 projects and the budget has since been increased to allow for a total of 1650 projects. As projects continue to complete construction, ISD will finalize a count of matching incentives and the budget to cover these projects.

As described in previous reports to your Board, ISD has been actively working with the utilities and the California Public Utilities Commission (PUC) to continue successful, ARRA-originated programs. On November 8, 2012, the PUC issued its final Decision Approving 2013-2014 Energy Efficiency Programs and Budgets. In the Decision, funding was approved for Los Angeles County to continue its role in a variety of programs including: Flex Path, EUCLA marketing and outreach, workforce development, and financing. ISD will brief your Board deputies and seek approval to accept the funds in the near future. We look forward to continuing these programs in early 2013.

This is ISD's final report on EUCLA program accomplishments. We will continue regular reporting of these programs under CPUC funding to your Board on a quarterly basis beginning in March 2013.

If you have any questions, please contact me at 323-267-2101.

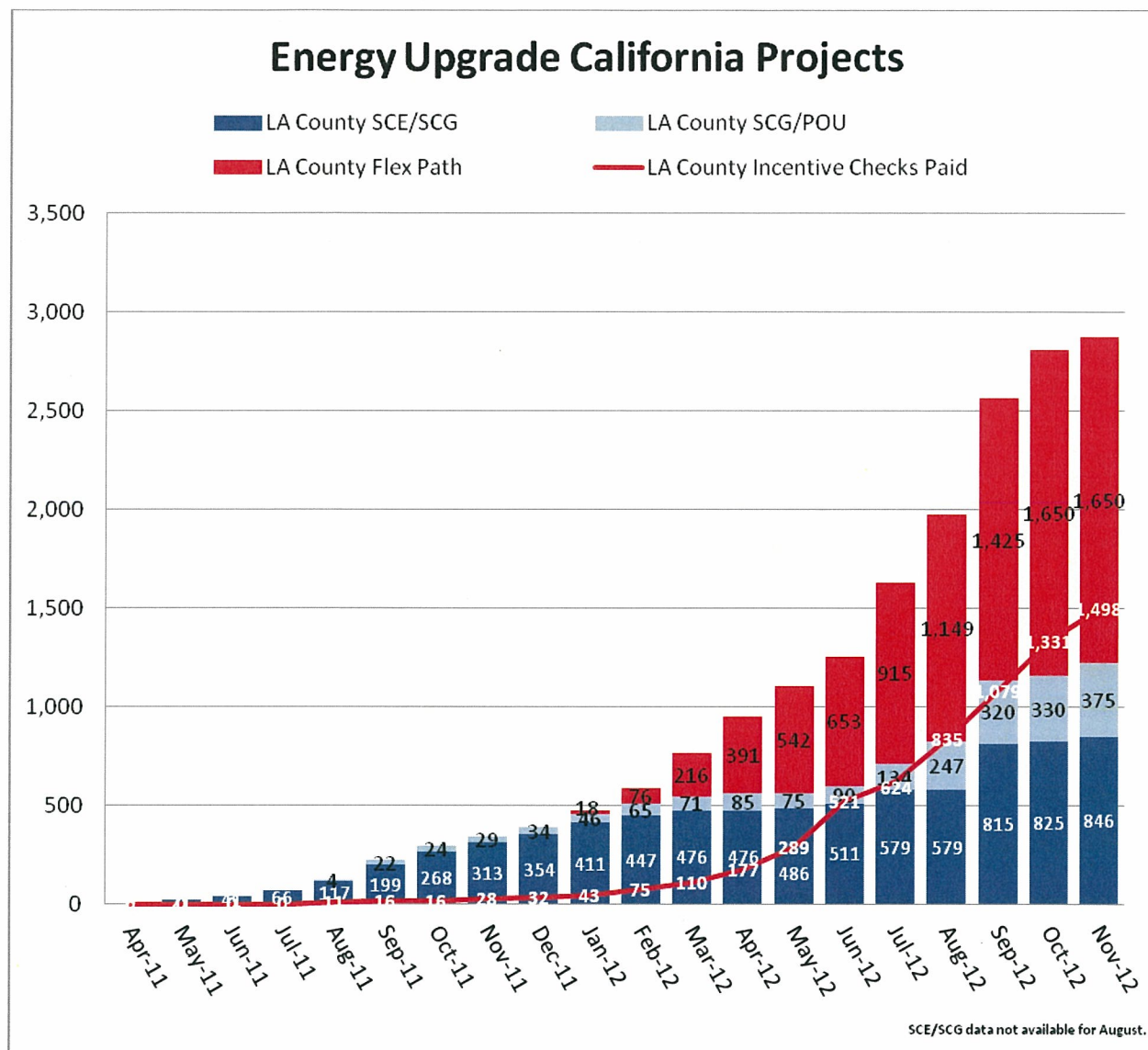
TT:JJ:HC:LR

c: ISD Board deputies  
Chief Executive Office (Fujioka, Sandt)  
Executive Officer, Board of Supervisors



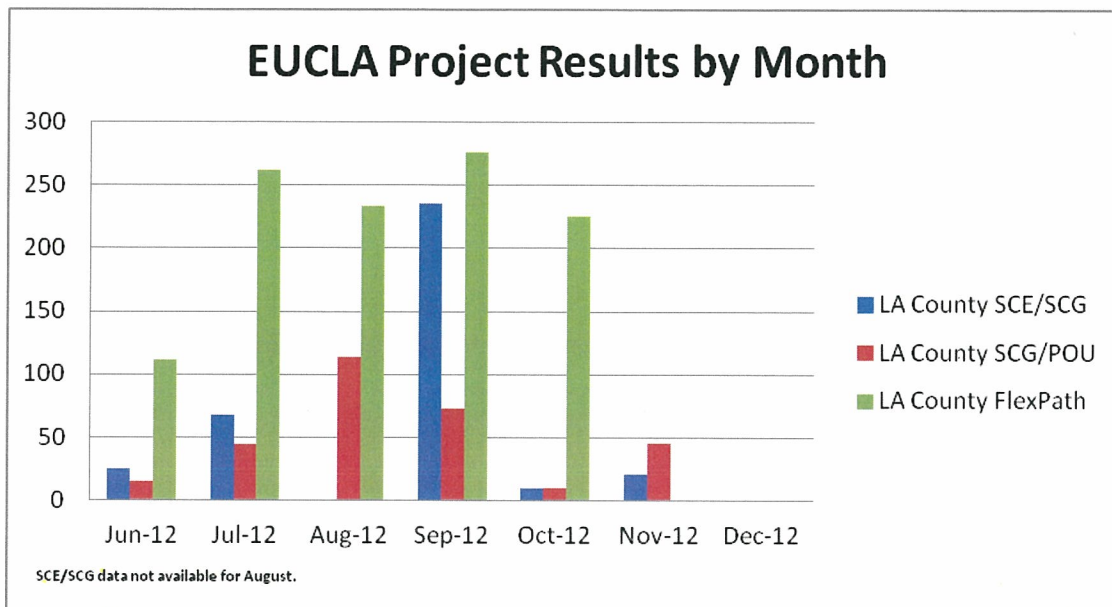
## Monthly EUCLA Graphics/Narrative – Through December 1, 2012

The following are status charts and supporting narrative, summarizing significant program accomplishments for the month of November 2012 for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms.

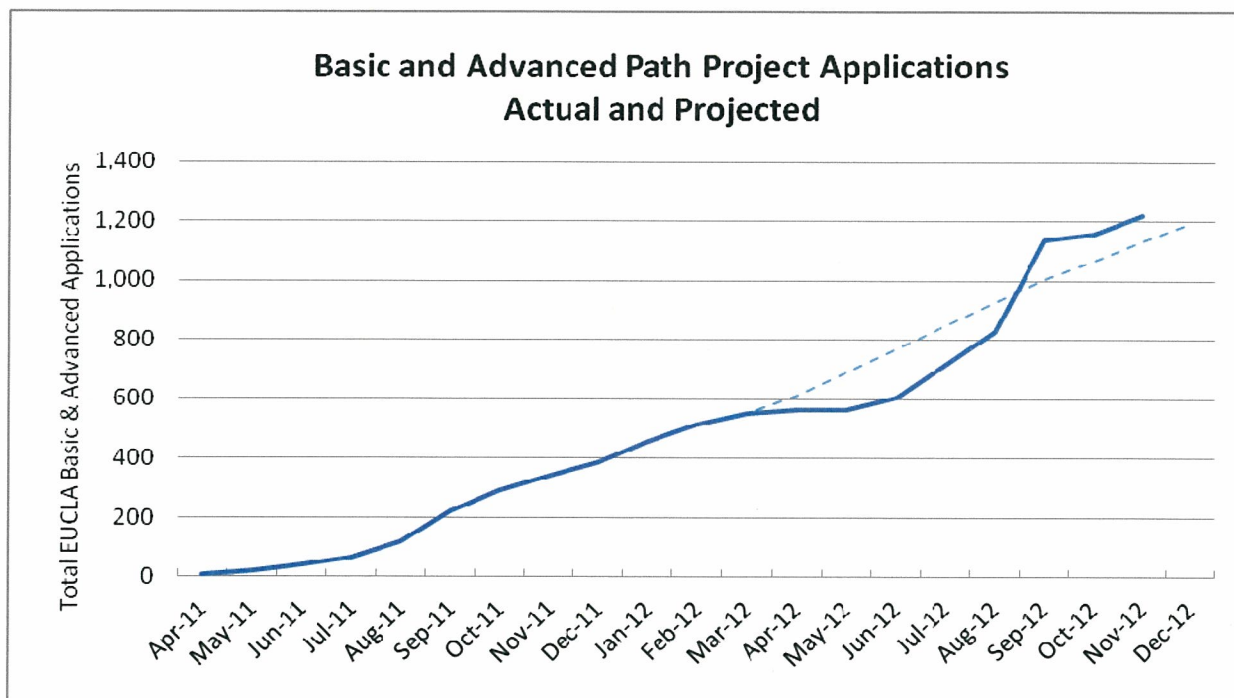


On August 29, EUCLA announced that the L.A. County matching incentive for Basic and Advanced path projects would be ending on September 28, 2012. This announcement was necessitated by the pending exhaustion of grant funds budgeted for these incentives. Notification was distributed through all possible means to inform both contractors and homeowners of this upcoming deadline for project submittals. The graphic below summarizes new projects submitted in recent months. The announcement of the ending of L.A. County matching incentives caused an increase in project submittals and resulted in a subsequent decrease after the deadline for matching incentives passed.

## Monthly EUCLA Graphics/Narrative – Through December 1, 2012



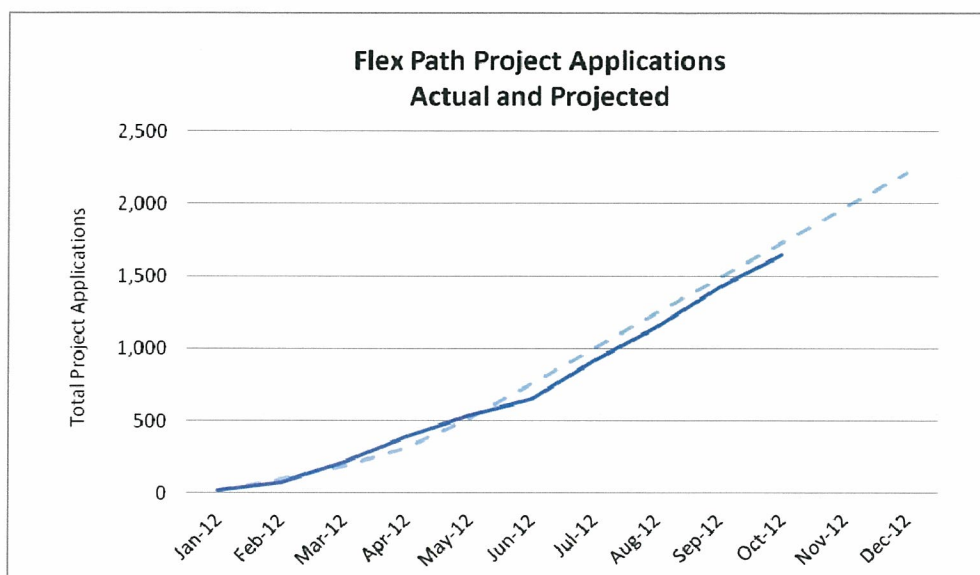
Below is the cumulative total of all Basic and Advanced path project applications that have been submitted to date (not including FlexPath).



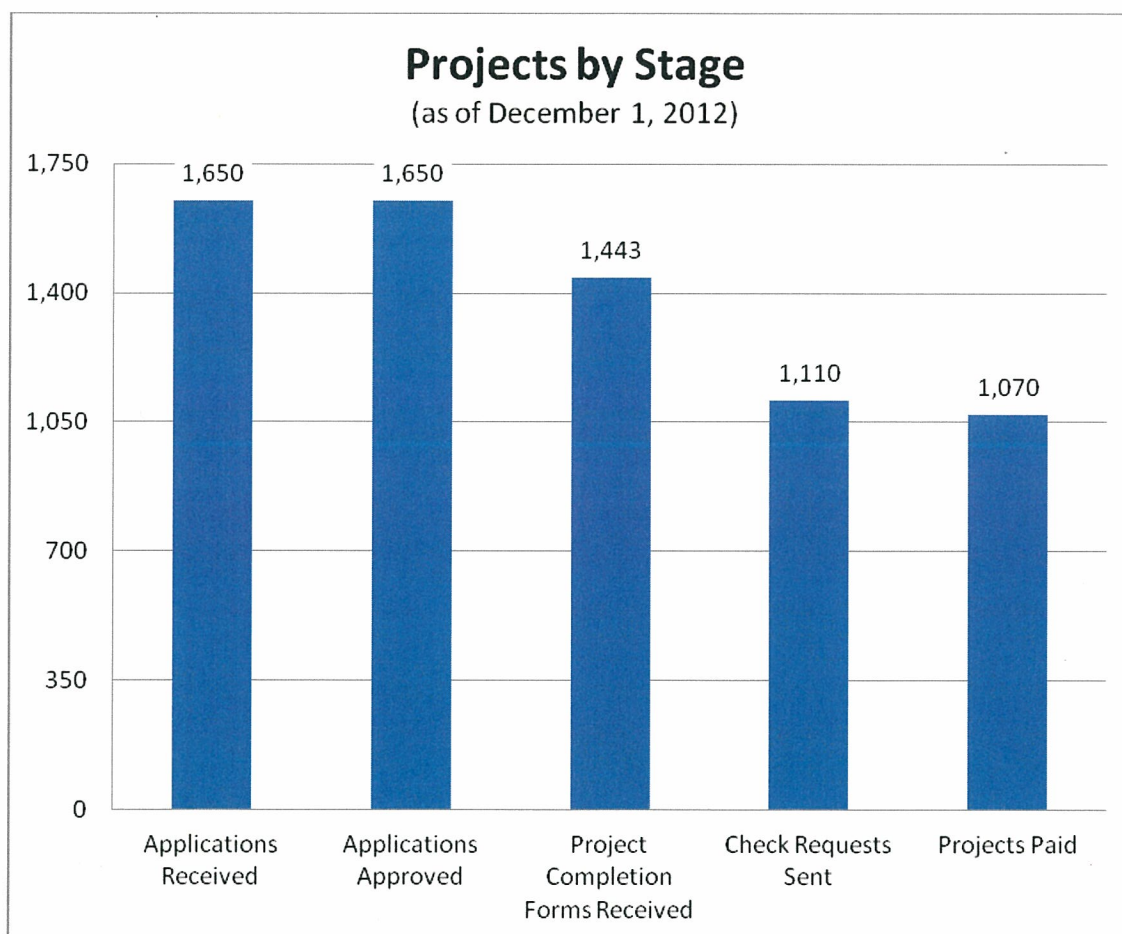
On October 9, EUCLA announced that the FlexPath program would close to new applications on October 19, 2012. The program will resume taking applications early next year utilizing PUC funding allocated for FlexPath implementation. The chart below represents cumulative FlexPath project applications submitted through the close of the program. The waitlist was closed when 1650 projects had been submitted.



## Monthly EUCLA Graphics/Narrative – Through December 1, 2012

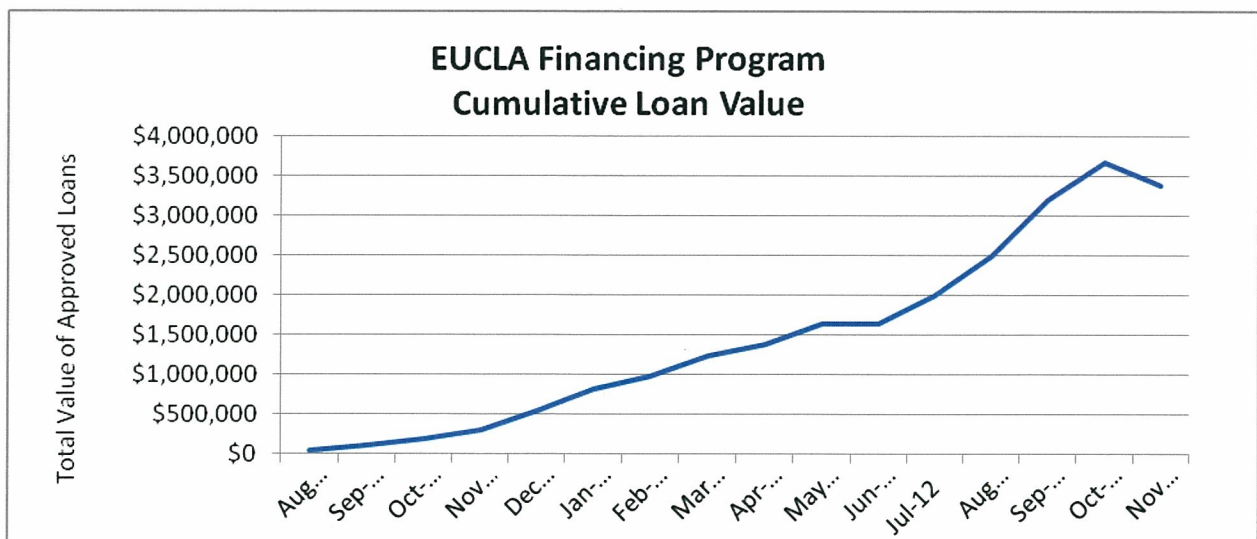
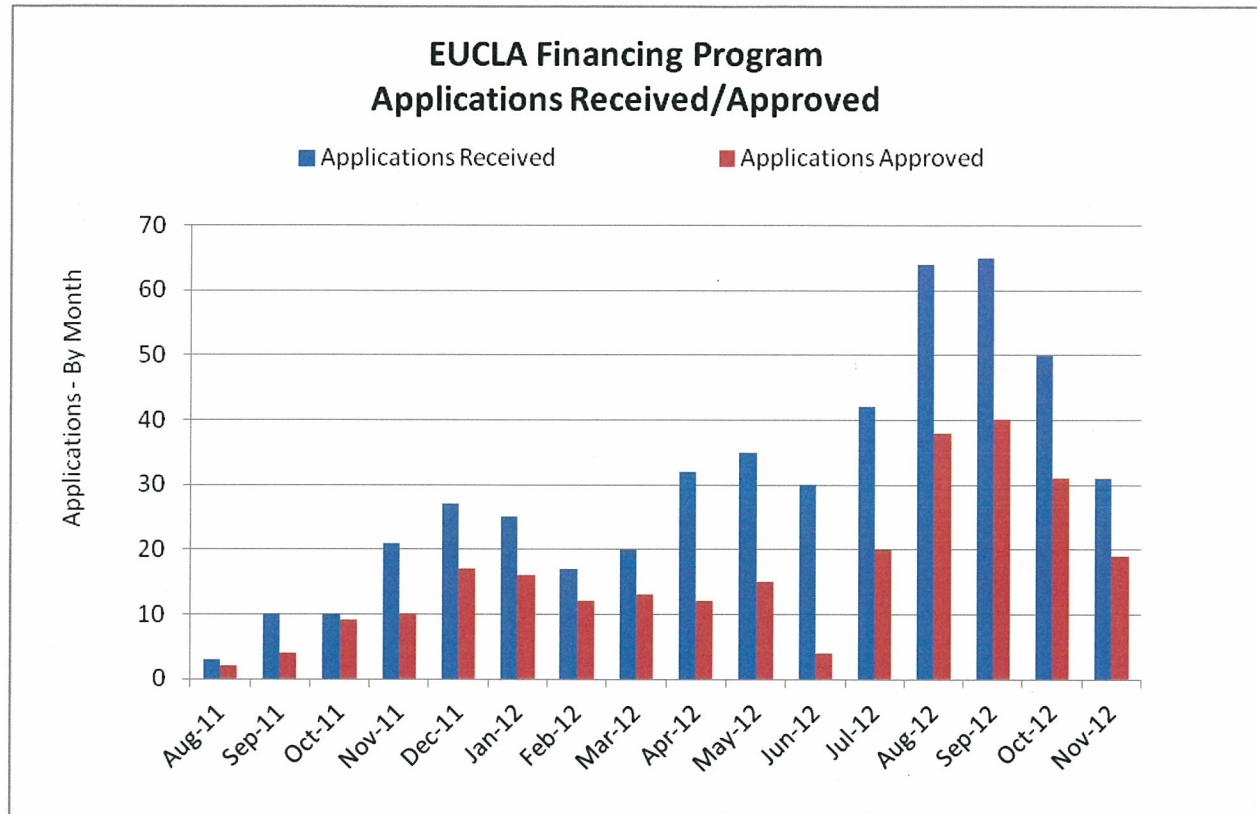


The following chart shows project numbers for specific milestones in the FlexPath project process.

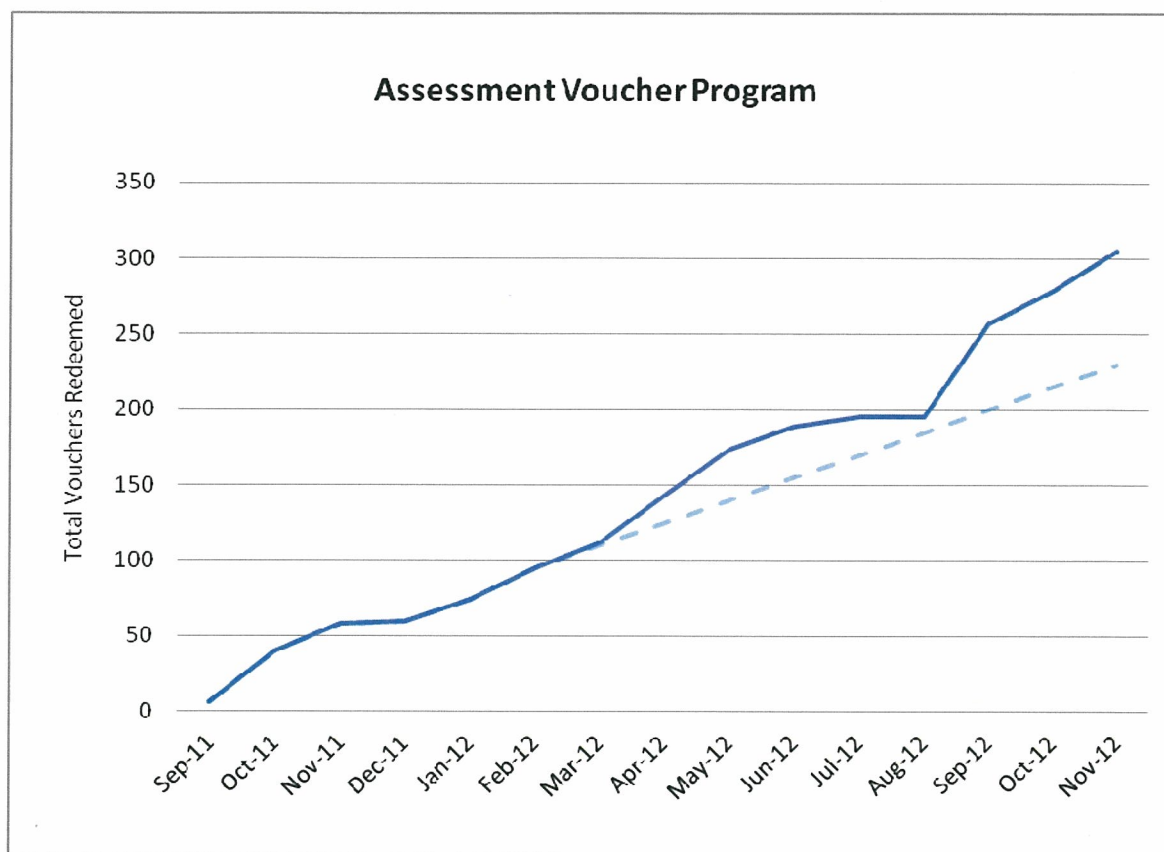


### Monthly EUCLA Graphics/Narrative – Through December 1, 2012

As shown in the financing program charts below, applications for financing are still being received at a regular pace. The total program funded loan amount dipped slightly as some loans didn't close within the 90 day approval period and were in turn replaced with loans that were slightly smaller in value.

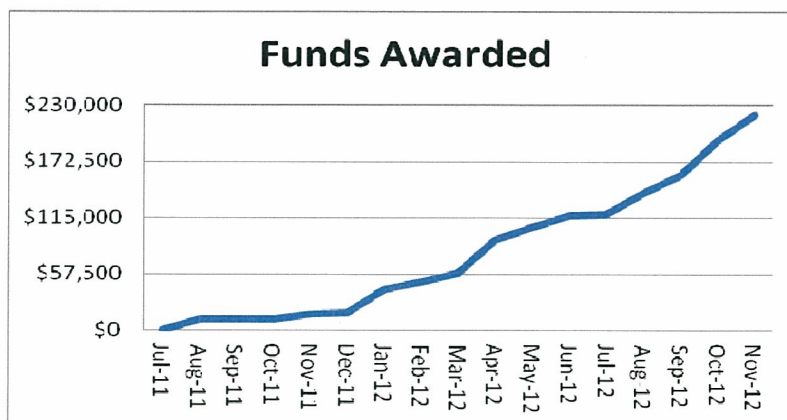


## Monthly EUCLA Graphics/Narrative – Through December 1, 2012



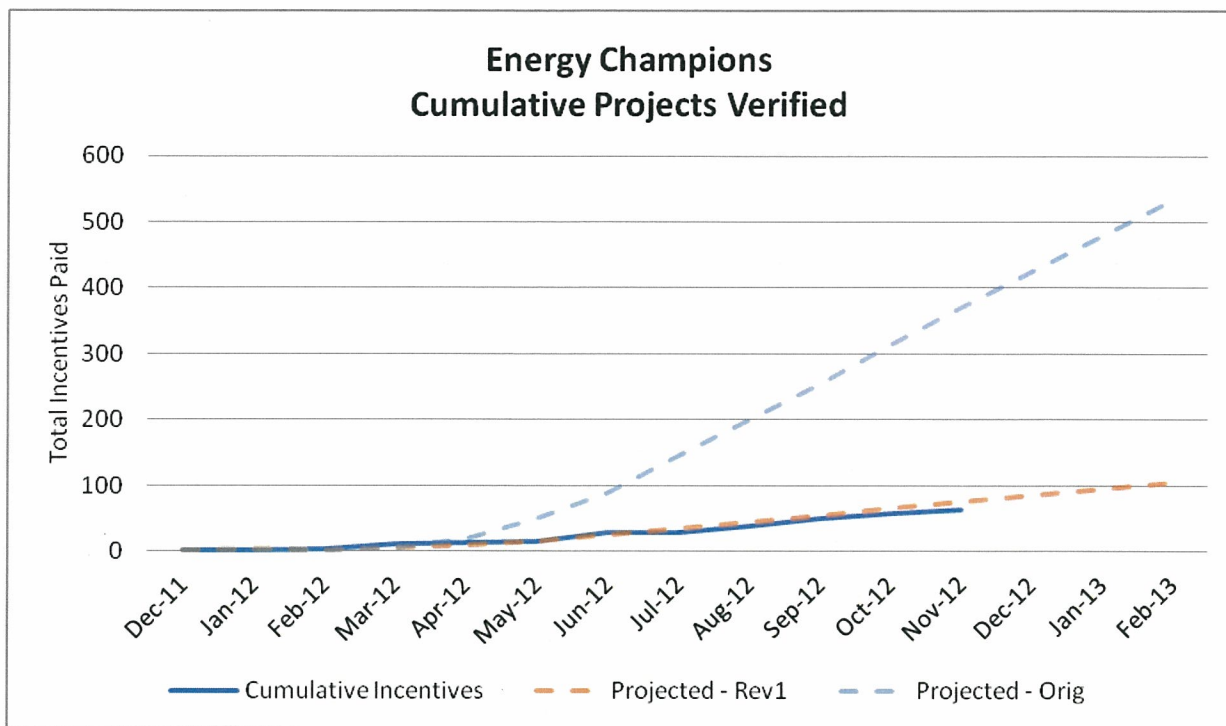
The graphic above shows a cumulative total of assessment vouchers, which have been redeemed by homeowners to mitigate the initial cost of an energy efficiency assessment. In the month of November 2012, 26 assessment vouchers were submitted.

Following the recent announcement of the end of the L.A. County matching incentives and because of the uncertainty associated with future EUCLA program design, contractors have slowed their investments in marketing and outreach materials via the Co-op Marketing Program. The following graphic represents the total matching funds awarded to date.

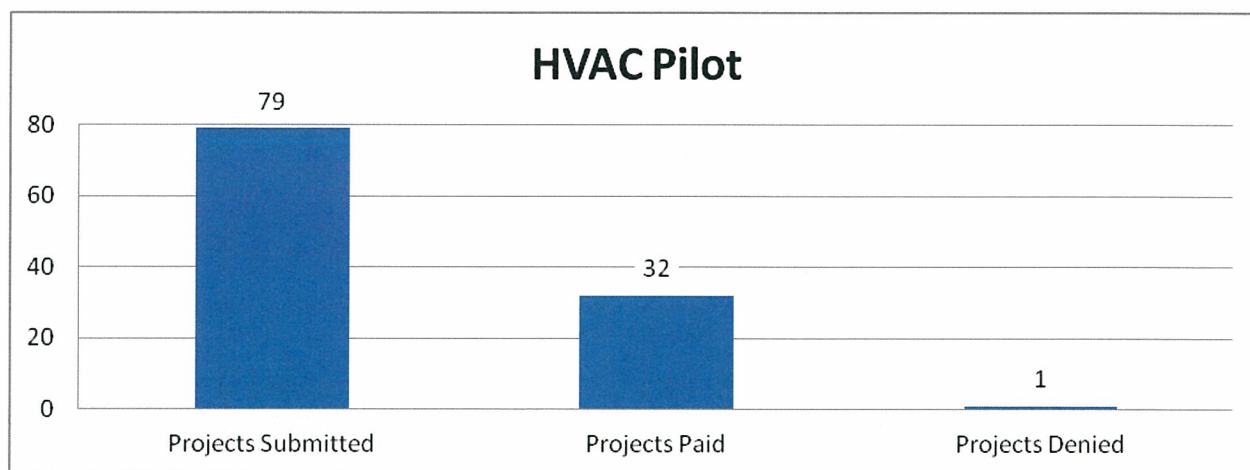


### Monthly EUCLA Graphics/Narrative – Through December 1, 2012

The Energy Champions program got off to a slow start, and experienced various setbacks, but the month of November shows a continued steady trend. Energy Champions have now submitted a total of 174 project applications and 44 incentives have been paid.



*(Revisions have been made to the Energy Champions program, and this chart has been revised to reflect an adjusted projection for total projects).*



The Heating, Ventilation, Air Conditioning (HVAC) pilot program provides training and incentives to encourage existing HVAC contractors to expand their business to include whole-house energy efficiency retrofit work. A total of 79 projects have been submitted for approval into the HVAC pilot program, 15 in the month of November.



Monthly EUCLA Graphics/Narrative – Through December 1, 2012

**Multifamily Pilot** - The Multifamily program has a total of 14 active projects, consisting of more than 1100 residential units, that are now in various stages of planning/design for recommended efficiency measures, or in some cases, currently undergoing retrofits. Current projections show that roughly 92% of available incentive budget of \$950,000 will be expended for incentives to these offset the cost of these projects.



TOM TINDALL  
Director

# County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

*"To enrich lives through effective and caring service"*

Telephone: (323) 267-2101  
FAX: (323) 264-7135

March 27, 2013

To: Supervisor Mark Ridley-Thomas, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall  
Director

Subject: **EXTENSION REQUEST - ENERGY UPGRADE CALIFORNIA –  
LOS ANGELES COUNTY STATUS REPORT (RESPONSE TO ITEM 15,  
AGENDA OF MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;

4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

On December 13, 2012, ISD provided your Board with a final monthly update on grant-funded EUCLA activities and committed to providing quarterly updates starting in 2013. On January 15, 2013, your Board accepted \$44.8 million from the California Public Utilities Commission (CPUC) to support the continued implementation of EUCLA and complementary programs through 2014.

This is a request for a 30 day extension to the first EUCLA quarterly report of 2013 to allow for the inclusion of project data and activities through March 31, 2013. Submitting EUC quarterly reports during the month after the end of each quarter will ensure that data reported to your Board is consistent with data reported to other agencies, namely the CPUC. Additionally, this schedule will reduce redundancies in data included in reports submitted to your Board, as the Energy and Environmental Policy update, which is provided each year in February and August, provides a high-level update of EUCLA activities.

If you have any questions regarding this request, please contact me at (323) 267-2101.

TT:JJ:HC:LR

c: ISD Board deputies  
Chief Executive Office (Fujioka, Sandt)  
Executive Officer, Board of Supervisors



TOM TINDALL  
Director

County of Los Angeles  
**INTERNAL SERVICES DEPARTMENT**

1100 North Eastern Avenue  
Los Angeles, California 90063

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FAX: (323) 264-7135

*"To enrich lives through effective and caring service"*

April 23, 2013

To: Supervisor, Mark Ridley-Thomas, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall *Tom Tindall*  
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY  
STATUS REPORT (RESPONSE TO ITEM 15, AGENDA OF  
MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home / commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;



4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.

This memorandum provides the ninth status report on the EUCLA program and the first quarterly report for 2013, updated through April 1, 2013. Attachment I provides graphics and narratives illustrating status for the Advanced, Basic, and FlexPath subprograms of EUCLA. These programs were initially launched and supported using various American Recovery and Reinvestment Act (ARRA) grants. These grants are all set to expire in the coming months, necessitating the close-out of grant-funded incentive programs. As all grant-funded programs are currently winding down, summary-level data has been provided to show the overall impact of EUCLA activities to date. In the coming months, staff will fully close out grant-funded incentive programs and will develop final reports summarizing all pertinent data.

EUCLA activities are currently transitioning from the use of American Reinvestment and Recovery Act (ARRA) funds to the use of California Public Utilities Commission (CPUC) funding under the 2013-2014 Statewide Energy Efficiency Program funds. On January 15, 2013, your Board accepted \$44.8 million from the CPUC in 2013-2014 Statewide Energy Efficiency Program funds to continue the administration of successful ARRA and CPUC programs initiated by the County. A portion of these funds, roughly \$21 million, will be dedicated to the continuation of EUCLA activities, including the administration of incentive programs, marketing and public outreach, financing to support home upgrades, and workforce development activities.

There has been a gap in program implementation to allow for coordination with other CPUC program implementers and to ensure that grant funded activities can be adequately measured. Additionally, the CPUC has called for a redesign of the current EUCLA Basic Path. The County has actively worked with the local investor owned utilities to create a new, flexible program offering, very similar to FlexPath that will help drive participation in EUCLA moving forward. In order to reduce potential market confusion, the County has shut down ARRA-funded programs to new applications and is currently preparing for program re-launch by evaluating initial program results and identifying potential program improvements. ISD expects to relaunch these programs utilizing CPUC funds by June 1, 2013.

Each Supervisor  
April 23, 2012  
Page 3

ISD will continue to update your Board on program accomplishments on a quarterly basis.

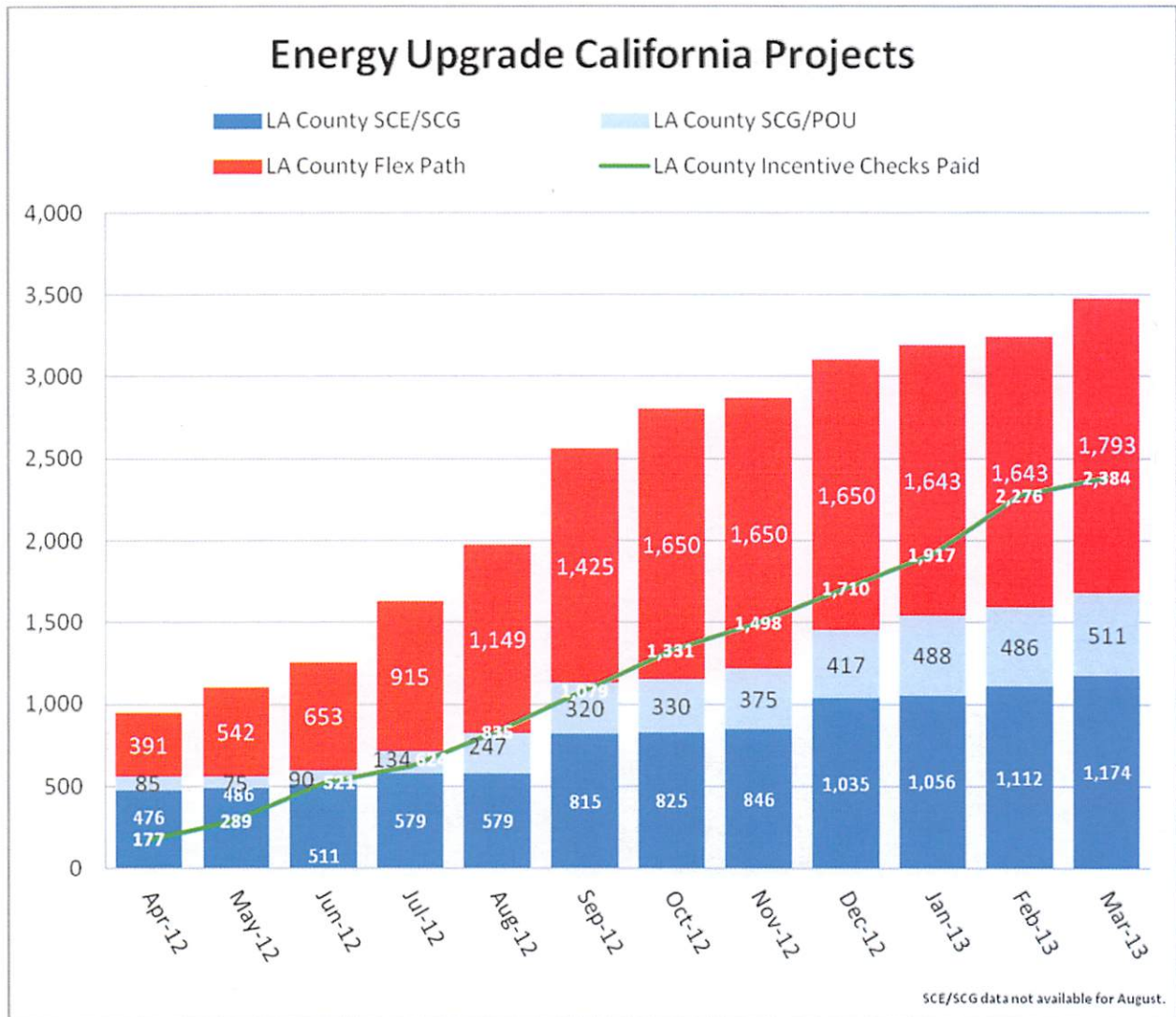
If you have any questions, please contact me at 323-267-2101.

TT:JJ:HC:LR

c: ISD Board deputies  
Chief Executive Officer  
Chief Executive Office  
Executive Officer, Board of Supervisors

## Monthly EUCLA Graphics/Narrative – Through April 1, 2013

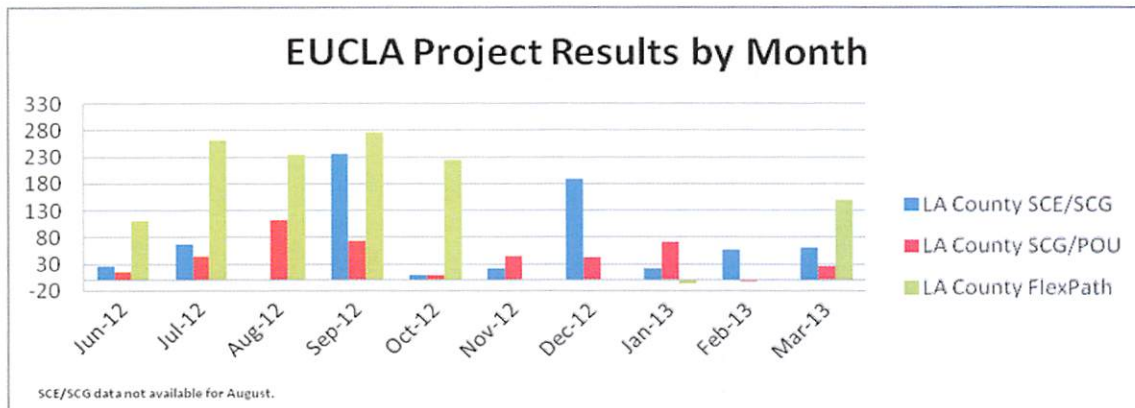
The following are status charts and supporting narrative, summarizing significant program accomplishments through the first quarter of 2013 for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. Note that there is a current gap in program availability within LA County, but ISD expects all programs described below to relaunch by June 1, 2013.



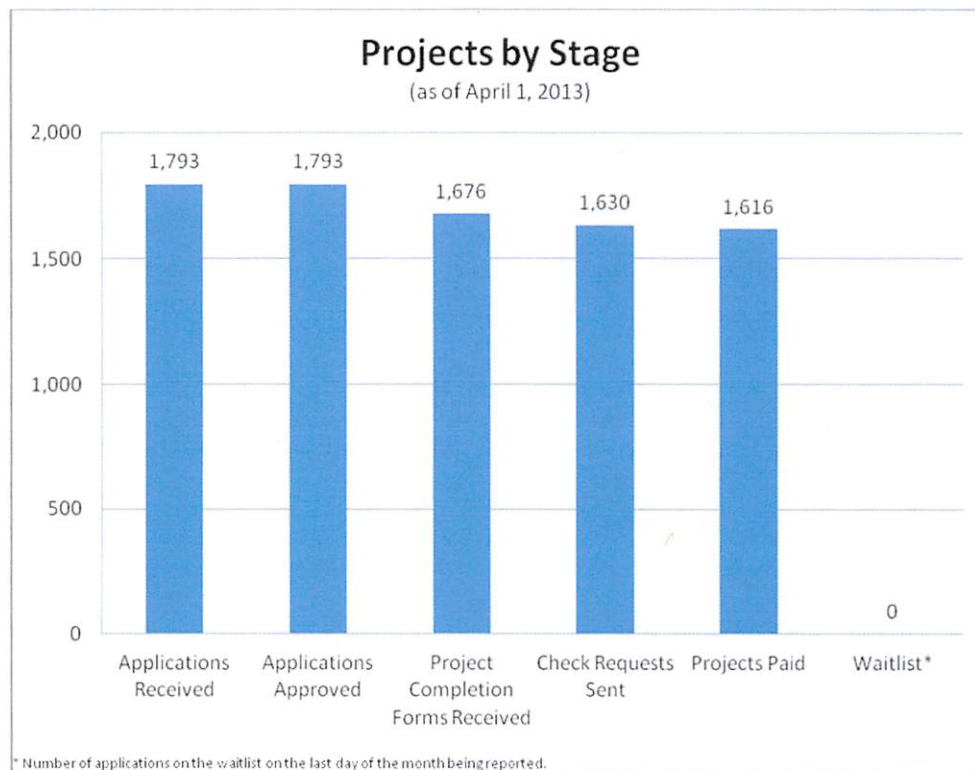
On August 29, 2012 EUCLA announced that the LA County matching incentive for Basic and Advanced path projects would be ending on September 28, 2012. On October 9, 2012 EUCLA announced that the FlexPath program would close to new applications on October 19, 2012. Both announcements were necessitated by the pending exhaustion of grant funds budgeted for these incentives, because of increased participation in both programs, as shown on the chart above. Projects that met these initial deadlines have continued to complete upgrade work and submit necessary documentation to receive incentives. The chart above summarizes the status of all EUCLA projects while the chart below shows the number projects completed each month.

### Monthly EUCLA Graphics/Narrative – Through April 1, 2013

There is a notable decrease in project submittals after the program close-out deadlines for both the FlexPath and matching incentive programs. Note that there was a gap in project submittals for FlexPath between November and February because the program was no longer accepting applications. Some FlexPath projects that initially had been waitlisted because the initial 1650 jobs had been submitted were authorized to move forward and are seen below as the FlexPath jobs submitted in March.



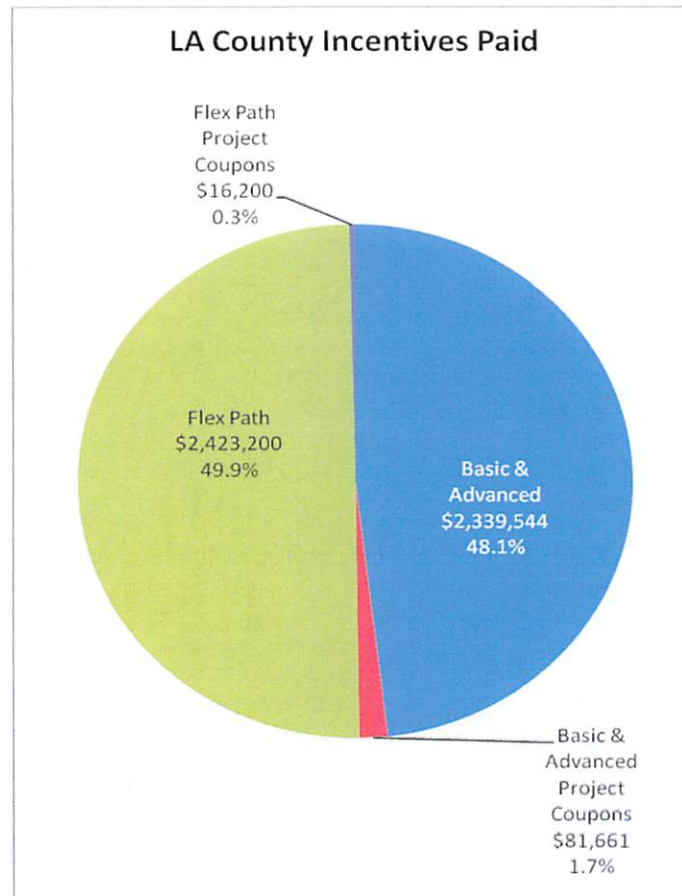
The following chart shows project numbers for specific milestones in the FlexPath project process. Note that most applications have been processed and incentives have been distributed.





### Monthly EUCLA Graphics/Narrative – Through April 1, 2013

The chart below summarizes all EUCLA incentives distributed by the County. To date, the County has provided more than \$4.8 million in incentives to homeowners and contractors in Los Angeles County to support energy efficient home upgrades.



The following chart summarizes all EUCLA projects submitted and includes data related to the average project cost and average incentive provided.

Breakdown of Upgrade Projects*					
Retrofit Project Type	Percent of Projects	Number of Projects	Average Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced Path	46.6%	1,621	29.9%	\$13,362	\$5,459
Basic Path	1.8%	64	10.0%	\$4,832	\$2,000
Flex Path**	51.6%	1,793	16.7%**	\$6,231	\$1,500***

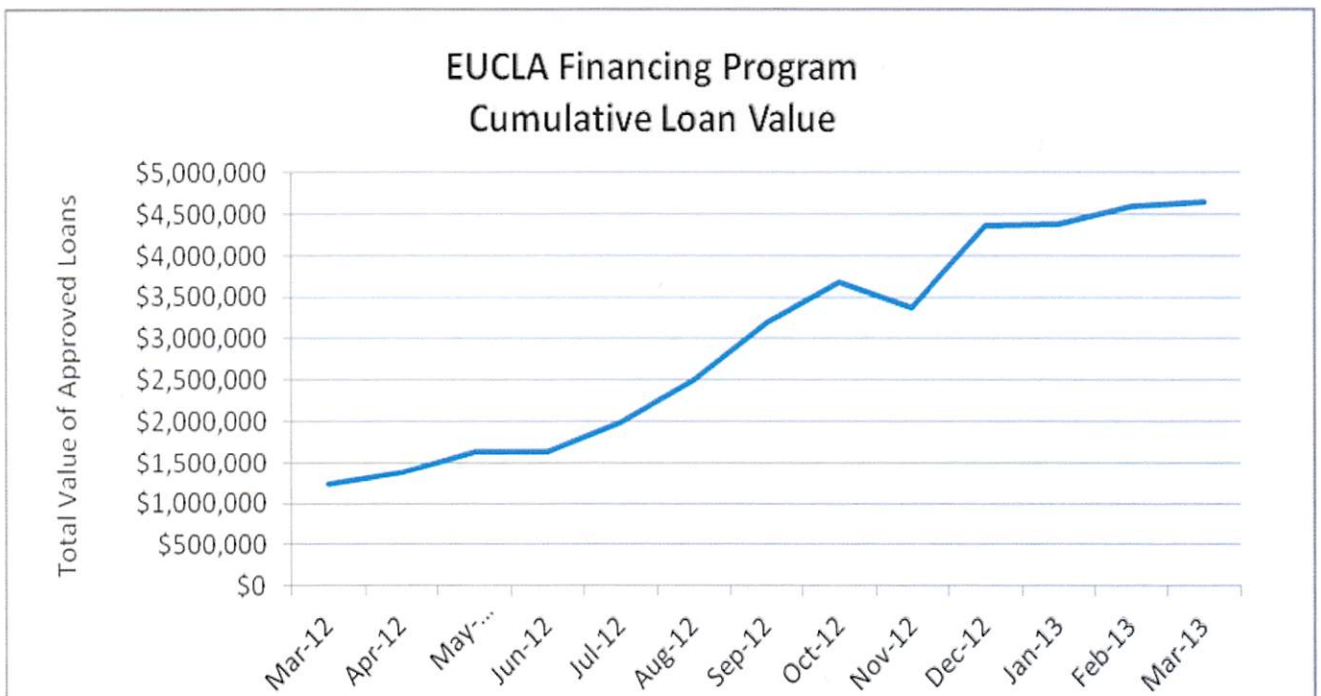
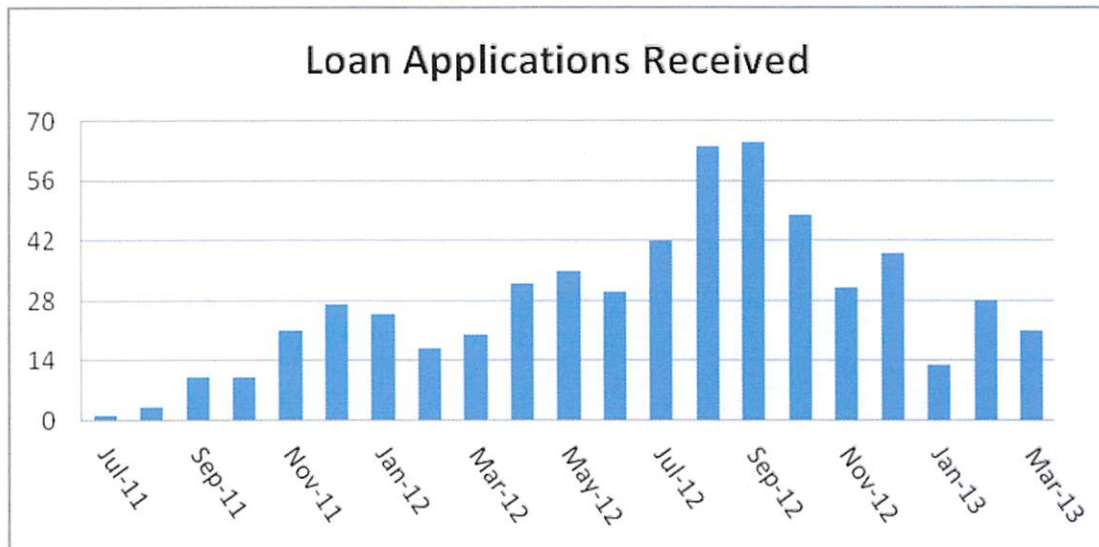
\*Original SCE Estimate: 90% Basic/10% Advanced; estimated average savings <15%.

\*\*Based on EnergyPro savings estimates from a sample of 115 retrofit projects.

\*\*\*This incentive is paid by LA County only. Utility single measure rebates may apply.

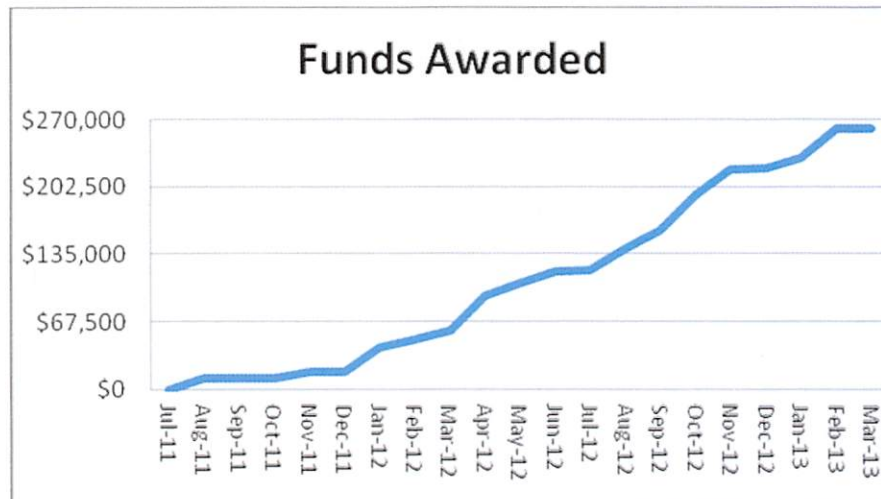
## Monthly EUCLA Graphics/Narrative – Through April 1, 2013

As shown in the financing program charts below, applications for financing are still being received at a regular pace. The total program funded loan amount dipped slightly as some loans didn't close within the 90 day approval period, but new submittals have continued to increase the cumulative loan value associated with the LA County Financing Program.

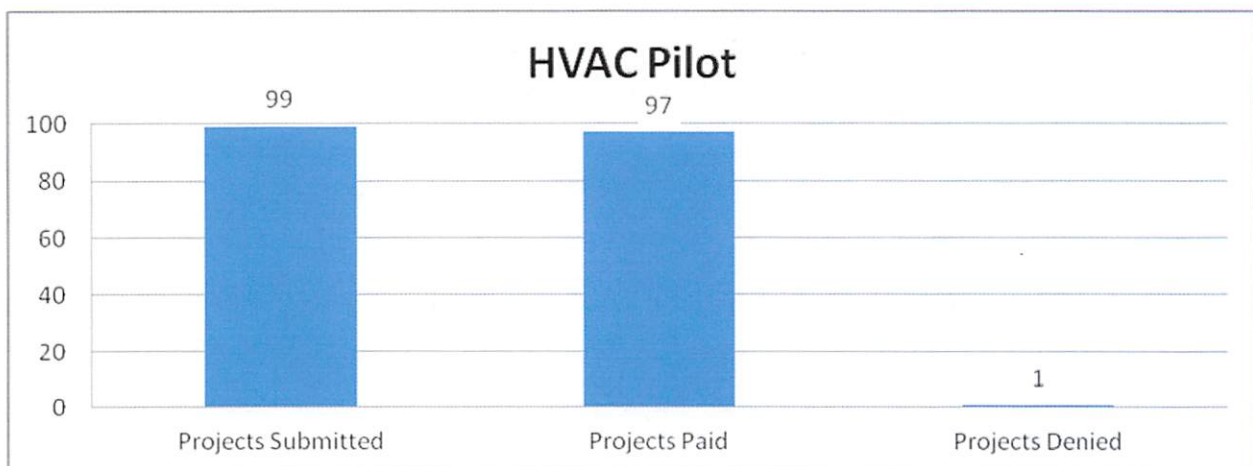


### Monthly EUCLA Graphics/Narrative – Through April 1, 2013

Contractors continue to participate in the popular Cooperative Marketing Program that provides matching funds to alleviate the financial burden associated with contractor-sponsored marketing and outreach activities. The following graphic represents the total matching funds awarded to date.



The HVAC pilot program provides training and incentives to encourage existing HVAC contractors to expand their business to include whole-house energy efficiency retrofit work. The HVAC pilot closed to new applications on February 1, 2013 and, as shown below, most projects submitted have been processed and incentives have been distributed.





TOM TINDALL  
Director

## County of Los Angeles INTERNAL SERVICES DEPARTMENT

1100 North Eastern Avenue  
Los Angeles, California 90063

Telephone: (323) 267-2101  
FAX: (323) 264-7135

*"To enrich lives through effective and caring service"*

July 24, 2013

To: Supervisor, Mark Ridley-Thomas, Chair  
Supervisor Gloria Molina  
Supervisor Zev Yaroslavsky  
Supervisor Don Knabe  
Supervisor Michael D. Antonovich

From: Tom Tindall   
Director

Subject: **ENERGY UPGRADE CALIFORNIA – LOS ANGELES COUNTY STATUS  
REPORT (RESPONSE TO ITEM 15, AGENDA OF MARCH 6, 2012)**

On March 6, 2012, your Board, on motion of Supervisor Yaroslavsky, instructed the Chief Executive Office (CEO) and the Director of the Internal Services Department (ISD) to:

1. Maintain data, which shall be updated as often as feasible but no less than once per month, showing the number of participants within each component subprogram of Energy Upgrade California – Los Angeles County (EUCLA), including data showing the number of participants who have, within each subprogram: (a) applied for participation in each of the respective sub-programs, (b) received approval of their application, (c) begun physical improvements of their home/commercial location (where applicable), (d) completed physical improvements (where applicable), and (e) received rebate checks or otherwise successfully finished their participation in the program;
2. Establish goals for the number of total participants over the life of the program for EUCLA overall and within each subprogram;
3. Establish benchmarks by month for EUCLA overall and within each subprogram by which the progress of the total program and each subprogram shall be measured;
4. Maintain a narrative description, which shall be made available to the Board of Supervisors no less than once per month, of the steps taken to improve performance of EUCLA overall and for any subprogram in any month in which the benchmarks established in #3 are not met for EUCLA overall and for each subprogram, potentially including, as the CEO and Director of ISD deem appropriate, a reallocation of resources from underperforming subprograms to subprograms that are meeting or exceeding benchmarks.



Each Supervisor  
July 24, 2013  
Page 2

This memorandum provides the tenth status report on the EUCLA program and the second quarterly report for 2013, updated through June 30, 2013. This is the final report for programs under ARRA funding. Attachment I provides graphics and narratives illustrating final status for the Advanced, Basic, and FlexPath subprograms of EUCLA. These programs were initially launched and supported using various American Recovery and Reinvestment Act (ARRA) grants. These grants are all set to expire in the coming months, necessitating the close-out of grant-funded incentive programs. As all grant-funded programs are currently winding down, summary-level data has been provided to show the overall impact of EUCLA activities to date. In the coming months, staff will fully close out grant-funded incentive programs. The Board's direction in March of 2012 was provided so that ARRA programs' performance could be monitored, evaluated, and reallocated as needed. As the ARRA funds are now completely expended, we propose that this report shall be the last provided to the Board (unless the Board directs otherwise).

EUCLA activities have transitioned from the use of American Reinvestment and Recovery Act (ARRA) funds to the use of California Public Utilities Commission (CPUC) funding under the 2013-2014 Statewide Energy Efficiency Program funds. On January 15, 2013, your Board accepted \$44.8 million from the CPUC in 2013-2014 Statewide Energy Efficiency Program funds to continue the administration of successful ARRA and CPUC programs initiated by the County. A portion of these funds, roughly \$21 million, will be dedicated to the continuation of EUCLA activities, including the administration of incentive programs, marketing and public outreach, financing to support home upgrades, and workforce development activities. These funds are allocated under the direction of the CPUC. Reprogramming to other sub-programs and uses is subject to the regulatory requirements and approval of the CPUC.

ISD will continue to update your Board on ongoing EUCLA and other program accomplishments as part of the semi-annual Energy and Environmental Policy Report provided each February and August. A full reporting of the results of the County's ARRA programs will be provided as part of the August 2013 report.

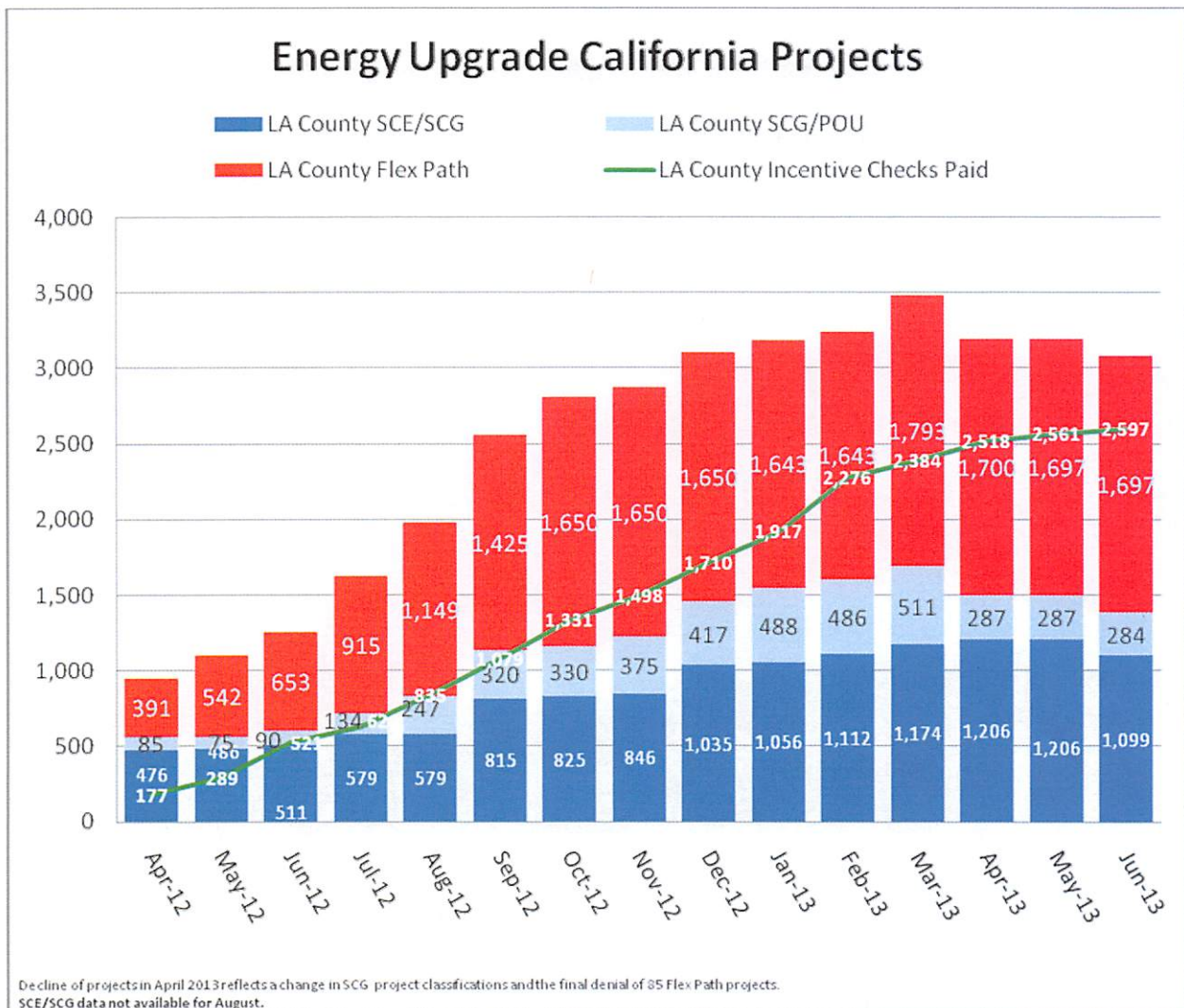
If you have any questions, please contact me at 323-267-2101.

TT:JJ:HC:LR

c: ISD Board Deputies  
Chief Executive Office (Fujioka, Simdjian)  
Executive Officer, Board of Supervisors

## Monthly EUCLA Graphics/Narrative – Through June 30, 2013

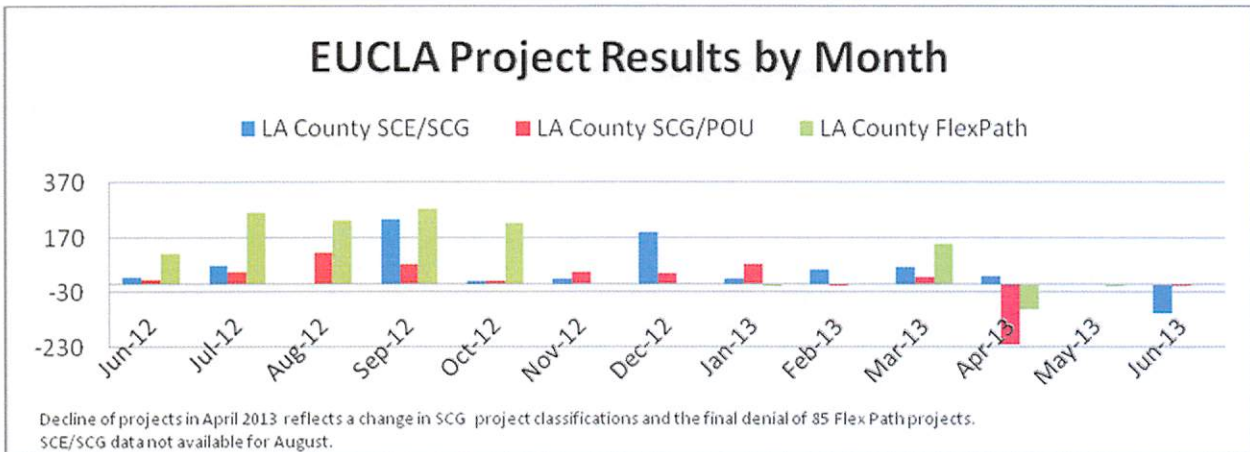
The following are status charts and supporting narrative summarizing significant program accomplishments through the second quarter of 2013 for the Energy Upgrade California in Los Angeles County (EUCLA) program and its subprograms. This is the final report for programs funded under ARRA and new program performance graphics for EUCLA programs continued under CPUC funding will be provided as part of the 6 month Energy and Environmental Policy report.



On August 29, 2012 EUCLA announced that the LA County matching incentive for Basic and Advanced path projects would be ending on September 28, 2012. On October 9, 2012 EUCLA announced that the FlexPath program would close to new applications on October 19, 2012. Both announcements were necessitated by the pending exhaustion of grant funds budgeted for these incentives based on anticipated participation. The chart above summarizes the status of all EUCLA projects while the chart below shows the number projects completed each month.

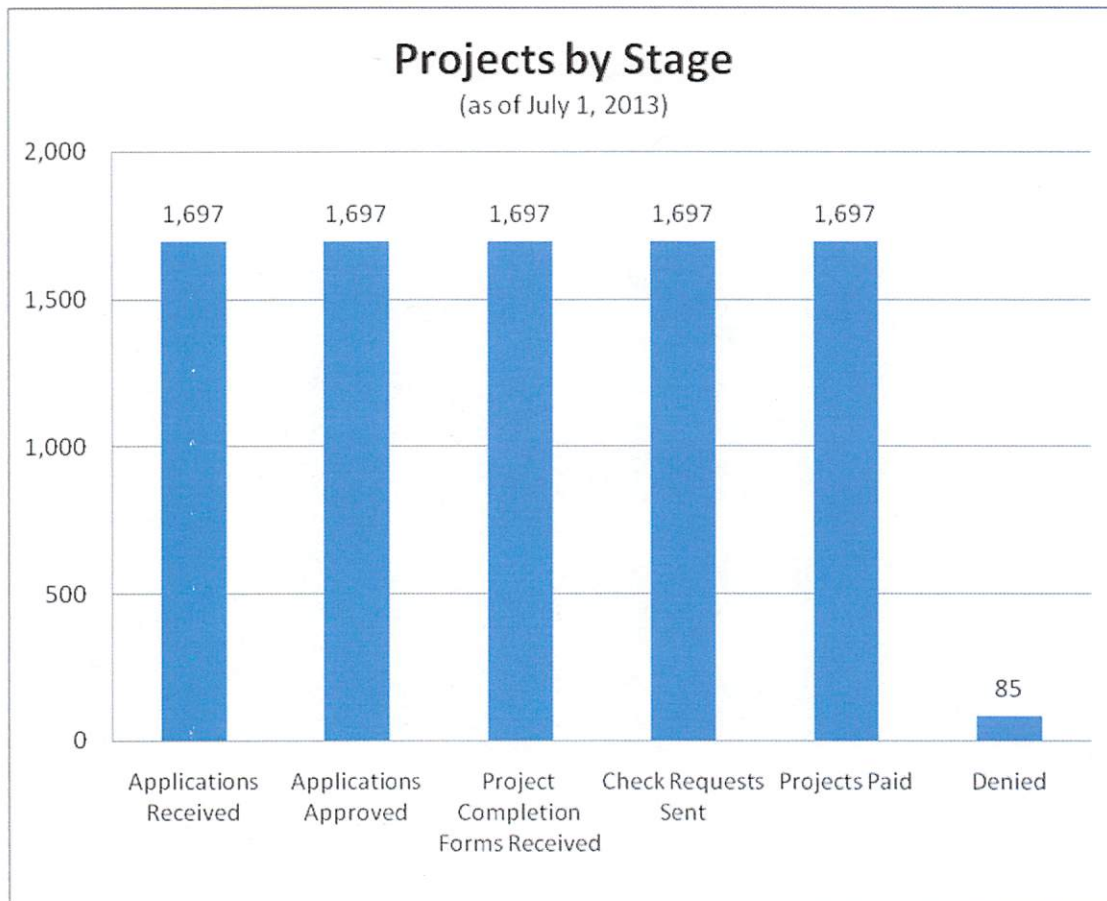
## Monthly EUCLA Graphics/Narrative – Through June 30, 2013

There is a notable decrease in project submittals after the program close-out deadlines for both the FlexPath and matching incentive programs in SCG/POU territories (i.e., City of Los Angeles). These reductions are due to a significant number of applications submitted when the end dates were announced with many of them being denied for not meeting the program requirements. It should be noted that all qualifying projects that met the program deadlines received either the County matching incentive or the Flex Path incentive. All qualifying projects received an ARRA incentive.



## Monthly EUCLA Graphics/Narrative – Through June 30, 2013

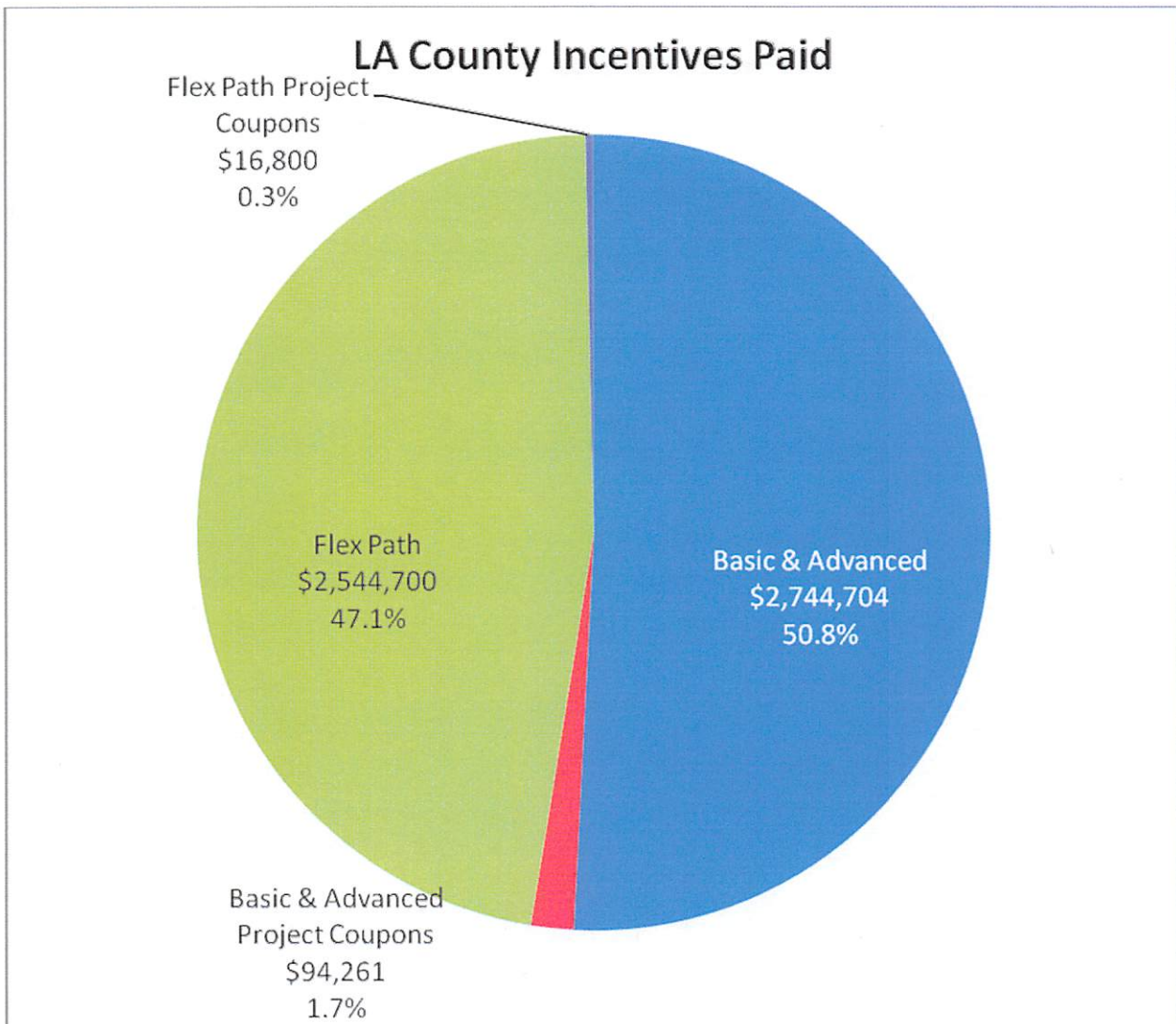
The following chart shows project numbers for specific milestones in the FlexPath project process. Note that most applications have been processed and incentives distributed.





## Monthly EUCLA Graphics/Narrative – Through June 30, 2013

The chart below summarizes all EUCLA incentives distributed by the County. To date, the County has provided more than \$5.3 million in incentives to homeowners and contractors in Los Angeles County to support energy efficient home upgrades.



## Monthly EUCLA Graphics/Narrative – Through June 30, 2013

The following chart summarizes all EUCLA projects submitted and includes data related to the average project cost and average incentive provided.

### Breakdown of Upgrade Projects\*

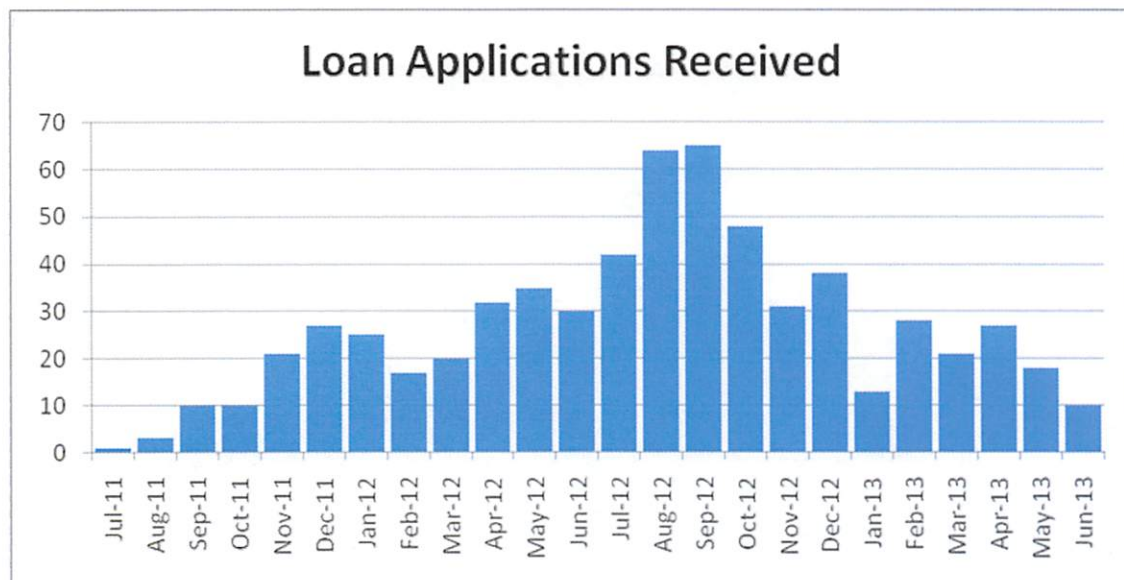
Retrofit Project Type	Percent of Projects	Number of Projects	Average Savings	Average Cost	Average Rebate (Utility + LA County)
Advanced Path	44.1%	1,357	30.7%	\$13,291	\$5,644
Basic Path	0.8%	26	10.0%	\$4,705	\$2,000
Flex Path** (launched 1/16/12)	55.1%	1,697	16.7%**	\$6,211	\$1,500***

\* Original SCE Estimate: 90% Basic/10% Advanced; estimated average savings < 15%.

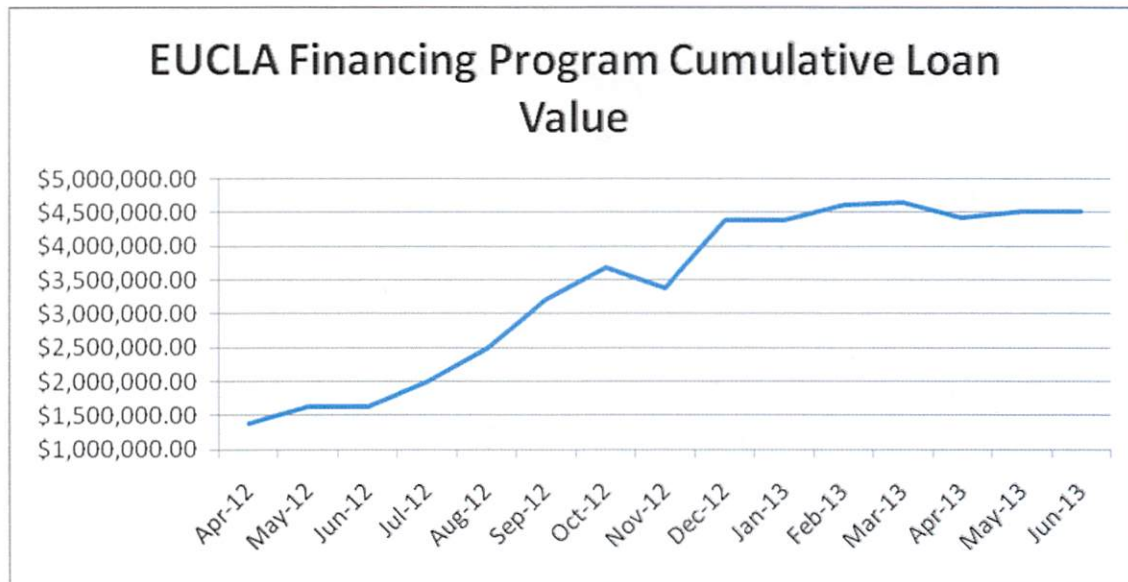
\*\* Based on EnergyPro savings estimates from a sample of 115 retrofit projects.

\*\*\* This incentive is paid by LA County only. Utility single measure rebates may apply.

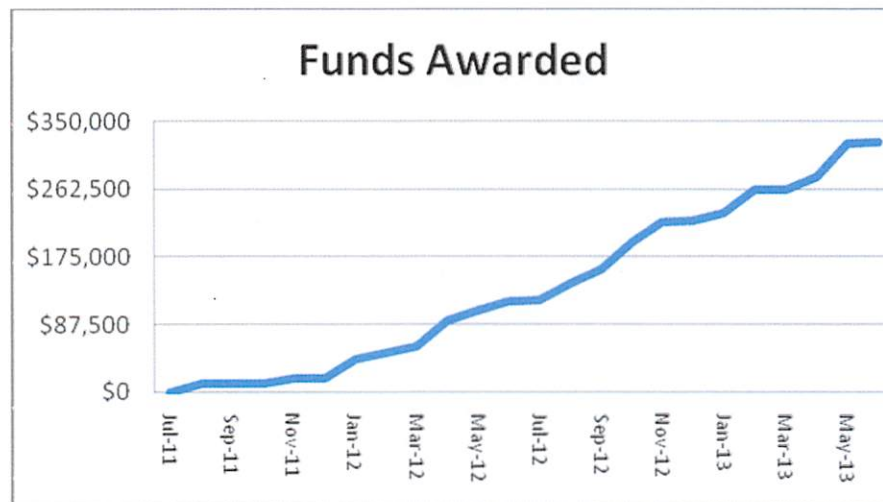
As shown in the financing program charts below, applications for financing are still being received at a regular pace. The total program funded loan amount dipped slightly as some loans didn't close within the 90 day approval period, but new submittals have continued to increase the cumulative loan value associated with the LA County Financing Program.



## Monthly EUCLA Graphics/Narrative – Through June 30, 2013



Contractors participated in the popular Cooperative Marketing Program that provides matching funds to alleviate the financial burden associated with contractor-sponsored marketing and outreach activities. The following graphic represents the total matching funds awarded to date.



The HVAC pilot program provided training and incentives to encourage existing HVAC contractors to expand their business to include whole-house energy efficiency retrofit work. The HVAC pilot closed to new applications on February 1, 2013 and projects submitted have been processed and incentives have been distributed. The HVAC pilot program is closed.